THE GARAGE AND MOTOR AGENT

October 17, 1953

GUIDE TO THE MOTOR SHOW—Part 2

The Garage & Motor Agent

Vol. 80 (3) No. 2083
REGISTERED AS A NEWSPAPER

WEEKLY: PRICE 1/6
ANNUAL SUBSCRIPTION, 40/-

A good car deserves a good insurance policy

MOTOR UNION

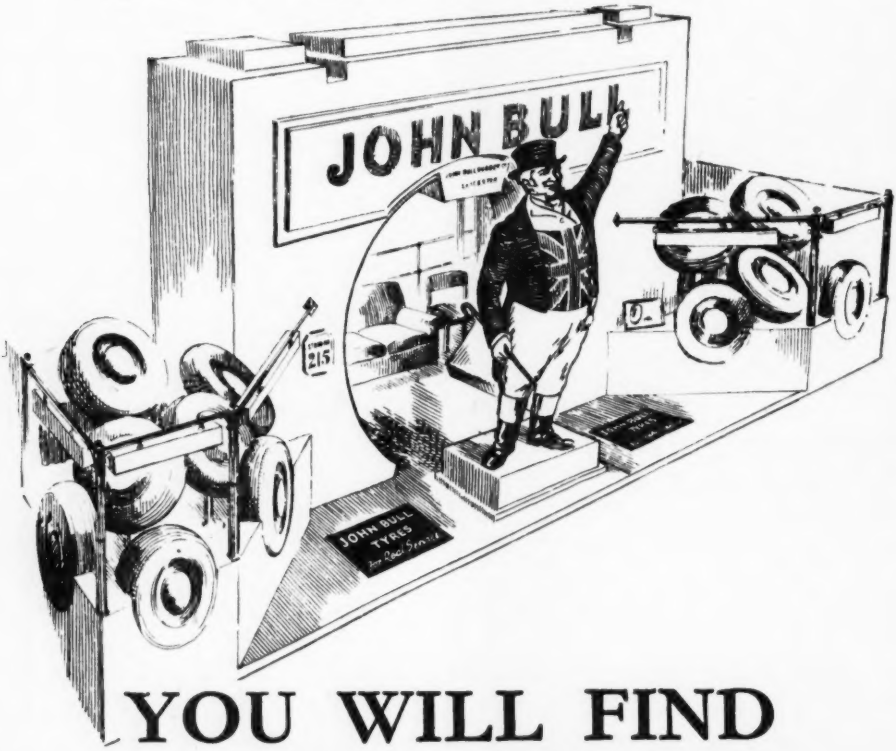
INSURANCE COMPANY, LIMITED
10, ST. JAMES'S STREET,
LONDON, S.W.1

MOTOR SHOW, EARLS COURT
Stand No. 82
Ground Floor

Agency applications invited

FOR STAFF ..... Fee 5s. ..... Fee 5s. .....
CIRCULATION Noted..... Noted.....

IF YOU OPERATE A PUBLIC SERVICE GARAGE . . . .



YOU WILL FIND FRIENDS INDEED ON

JOHN BULL

STAND No 215

JOHN BULL RUBBER CO. LTD., LEICESTER

WE HOPE TO SEE YOU

at the

MOTOR SHOW

STAND No. 537 **AVENUE U**

We are showing a full range of

GARAGE EQUIPMENT - TOOLS

There is much that is new and of special interest to the Motor Trade

WHOLESALE SUPPLIERS

GARAGE **EQUIPMENT**

Stevco

8-9, REWLEY RD., OXFORD

12 OTHER BRANCHES

YOU OUGHT TO SEE THIS

EASOBAL WHEEL BALANCER

Revolutionary design - Quickest - Simplest - Cheapest

We have been appointed SOLE CONCESSIONAIRES. All demonstrations will be given only on our stand

A WHEEL BALANCER YOU CAN AFFORD

PRICE

£9 - 18 - 0

THE

"Quality First"

MORRIS

MINOR • OXFORD • SIX

THE BRITISH MOTOR CORPORATION LTD BMC

MORRIS

put

"Quality" *First*

in their cars

and in their advertising

YOU know the cars and our
half page advertisement on 21st October appealing to
over 10,000,000 readers of the

DAILY EXPRESS

will bring Morris "Quality First"
features to the notice of many of
your potential customers.

C.T.23

Thousands of motorists need the new

Here's a great selling idea by Osram — a compact spare bulb kit — replacements for the main bulbs in a car.

It's exactly what thousands of motorists are looking for — the Osram spare bulb kit is a certain fast seller. Order now to take advantage of this new demand.

There are two packs which cover most modern cars, each containing a replacement for head, stop and tail, festoon and sidelight. Retail price, Pack No. 1, 14/9, incl. P. Tax. Pack No. 2, 14/5, incl. P. Tax.

A G.E.C. Product.

THE GENERAL ELECTRIC CO. LTD.,

MAGNET HOUSE, KINGSWAY, LONDON, W.C.2

Standard
SPARES AND RECONDITIONED units

A TRADE SERVICE TO THE TRADE immediate despatch anywhere

ANYTHING TO DO WITH STANDARDS is something to do with ARCHERS (Shirley) Limited

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CARHOME

NO POLISHING RUB ON — WIPE OFF!

Quick, brilliant finish for

Cellulose, Enamel, Perspex, Chromium, Silver, Windows and hard, smooth, highly finished surfaces.

PRICES:
2/6, 4/6.
One Gallon - 27/6

Carhome for Coachwork

★ USED FOR OVER 15 YEARS BY THE LEADING CAR MANUFACTURERS AND COACH BUILDERS

Garages supplied by Kerry's (GREAT BRITAIN) Ltd.

WARTON RD., LONDON, E.15 AND BRANCHES.

BROWN BROS. LTD., GT. EASTERN ST., LONDON, E.C.2, AND BRANCHES.

Sole Manufacturers: COMMERCIAL UTILITIES LTD. Walnut Tree Close, Guildford, Surrey. Tel.: Guildford 61334

UNANIMOUS VERDICT IN FAVOUR OF BUSINESS WITH FINA

In a statement today our panel of judges announce that owing to the exceptionally large number of entries received in the FINA SLOGAN COMPETITION results will not be made known until the end of October.

(*the hearing continues*)

★ *The Winter Advertising Campaign with Larger National Press spaces is now under way.*

IT ALL ADDS UP TO BETTER SALES

FINA

PETROLEUM PRODUCTS LTD
LONDON S.W.1

DOWNTONS *Advertising*

For over Fifty Years the Professional Advisers to Property Owners throughout Great Britain

Goddard & Smith
GARAGE DEPT.

WHITEHALL 2721 (20 lines)

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Valuers to the Motor Industry

The widespread organisation of Goddard & Smith has departments specialising in the sale and valuation of Garages, Filling Stations, Factories, Commercial Buildings, Shops and Town and Country Houses. The Rating and Planning Departments are in a position to give clients expert advice concerning new legislation. The Architectural and Surveyors Division is able to prepare and advise on all types of new development.

Goddard & Smith have a large and experienced department dealing with the management of property throughout the British Isles.

Stop Acid Corrosion

WITH **BUNITE** No. 7

Scientific, safe and certain car protection against sulphuric acid dangers. No more corroded bulkheads, trays, wiring, radios, etc. Just one coat of brushed-on BUNITE No. 7 solves all corrosion problems for good.

Trade enquiries to any leading Factor

Write for technical leaflet.

BUNAR SOLVENT CO.,
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KING PIN KITS

B&A THE SIGN OF QUALITY

Servicing over 250 models.

Catalogue supplement and latest price list on application.

BEARINGS & ACCESSORIES, LTD.,
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'Phone: ROD 3871 'Grams: "Kingpin, Souphone, London." 'Phone: 45118

HF

THE RIGHT TOOL FOR THE JOB

OCTOPUS HYDRAULIC TYRE CHANGER

Patents Pending

Stand No. 526
MOTOR SHOW
Earls Court

An appreciation from . . .

Tom Ainsworth Ltd.,
Tyre Distributors,
76, Market Street,
Preston, Lancs.

28th April, 1953.

We would like you to know the wonderful help your Octopus Hydraulic Tyre Removal Equipment has given us.

This machine has really done a lot of hard work since it was installed and we do wonder how we managed previously.

It has done its job very well.

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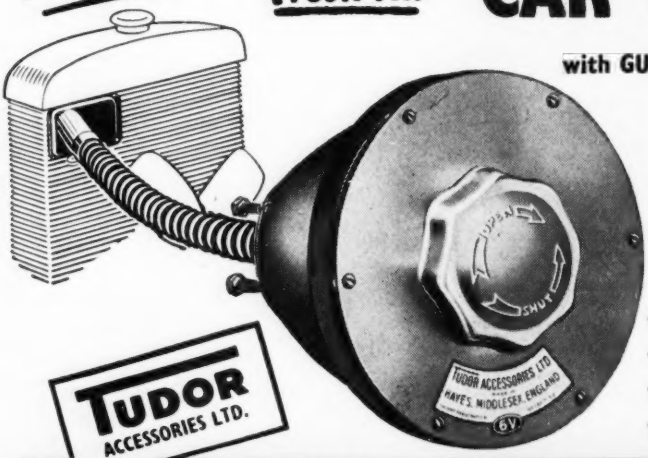
Managing Director

TYRE REMOVAL BY HYDRAULIC POWER

- Cuts out the hard work
- Saves valuable man hours
- Reduces vehicle non-operational time
- Avoids tyre and rim damage

HARVEY FROST & CO LTD
BISHOP'S STORTFORD · HERTS · Phone: 700
ONE OF THE BROCKHOUSE COMPANIES

NEW Improved "Fresh Air" TUDOR (MARK III) CAR HEATER



with GUARANTEED PERFORMANCE

costs only

£6-5-0

complete with Rheostat Switch and all fittings.

Available for 6 or 12 volts. Simply and cheaply fitted to practically every make of car, new or old.

and note these

IMPORTANT FEATURES.

- ★ Double Air Input through 2" Hosepipe.
- ★ Independent of Thermo-syphon or Pump system.
- ★ Uses "waste" hot air from radiator.
- ★ Rheostat Switch for adjustable Motor speed.

TUDOR ACCESSORIES LTD.

Beaconsfield Road · Hayes · Middlesex

GUYSON LTD OTLEY YORKS

for SHOTBLAST CABINETS

AND OTHER PROFIT-MAKING WINNERS

MOTOR EXHIBITION

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STAND NUMBER 531

Transport Equipment Section

INCLUDING-

- POWER POST JACKS
- AIRFLOW DEFROSTERS
- AIRPOINT COUPLINGS
- DANGERGLO SIGNALS

SEE THEM ALL AT THE MOTOR SHOW

SEE AND EXAMINE

LUMAX Auto BULBS

on Stand No. 389

the bulb that stands the bumps

Ceag Ltd., Barnsley, Yorks: *London Office*, 76 Victoria St. SW1

Sells on Sight!

'COCO' WINDSCREEN DEFLECTOR

Chrome Plated on Brass—
non-rusting, non-tarnishing
Plastic Body
Range of 10 attractive colours

Foreign

MOTOR SHOW
see our exhibit
STAND 384
Avs. JM, 1st Floor

New Lines! New Battery Chargers, Flashing Lights, Rear Lamps.
Also new Funnels and Measures in COLOUR

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Announcing the new range of ACE

REGISTRATOR
translucent
REAR NUMBER PLATES

These are the number plates which owners of smart cars will demand—they overcome all problems of number plate illumination, they are easy to clean, as easy to read by night as by day, they look a part of the car, and their price is within the reach of all motorists. They are for exterior fitting and contain their own lighting which consumes less than the usual lamps. The new "Registrators" will fit to the "T" bracket or direct on to the body of most cars and are available in the square or long shapes for any combination of letters and figures. Please write to us for illustrated catalogue and terms.

NC97

See them on our Stand No. 261 at the Earls Court Motor Show.

CORNERCROFT LTD
Ace Works, Coventry. Telephone: Coventry 64123
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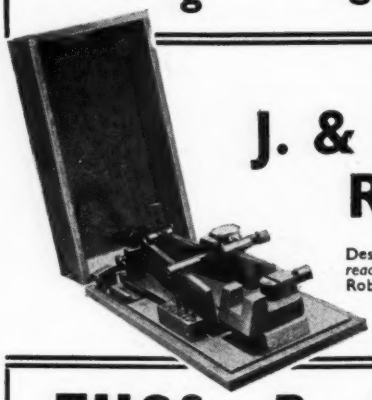
Let's get things STRAIGHT!



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Designed by an Engineer for Engineers. *The only Aligner to give true readings from centre line of rod being checked.* Anyone can operate it. Robust, efficient and unfailingly accurate. Built for a lifetime's service. Workmanship and materials fully guaranteed.

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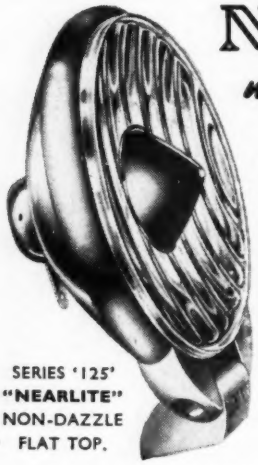
Branches at: BIRMINGHAM, BRISTOL, CARDIFF, EXETER, LEEDS, NORWICH and SOUTHAMPTON.

NOTEK

WIDENS ITS RANGE



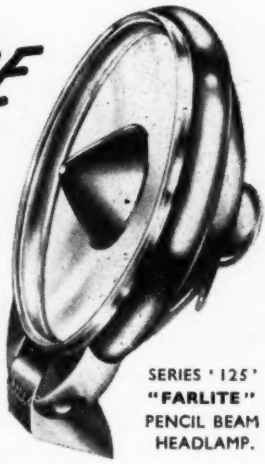
SERIES '125'
"NEARLITE"
NON-DAZZLE
FLAT TOP.

NOTEK present with pride their newest models, specially designed to provide an efficiency previously unattainable in Anti-Dazzle Fog & Driving Lamps of comparable cost. Modern in conception—faultless in construction, the Farlite and Nearlite carry the highest recommendation in their travels—NOTEK.

STYLED TO FIT THE MODERN CAR. 2½" deep. Retails at £3.8.0.

SERIES '155'
The Famous 'Master' Blue Spot Models.

GLOMASTER
3" RED REFLECTOR
Private Vehicle Model.



SERIES '125'
"FARLITE"
PENCIL BEAM
HEADLAMP.

SEE THEM ALL AT EARLS COURT, STAND NO. 366 AVE. G.

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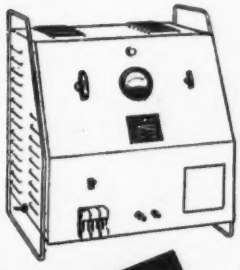
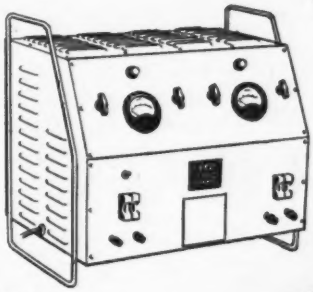
SERCK RADIATORS LTD., Birmingham, 11. Branches in London, Aylesbury, Bedford, Belfast, Cardiff, Chester, Exeter, Maidstone, Nottingham, Southampton, St. Austell, Sudbury, Dublin (Serck Eire Ltd.).
H.O. SERCK LTD., Sunlight Works, Derby St., Oxford Road, Manchester, 15, for Yorkshire and Lancashire.
TYRES (SCOTLAND) ACCESS LTD., 12, Gayfield Square, Edinburgh. Branches in Glasgow, Aberdeen, Carlisle, Newcastle, Ayr, Dundee and Stirling.

G.E.C.
BATTERY CHARGERS



SINGLE CIRCUIT



TWIN CIRCUIT

TRIPLE CIRCUIT

Each of these models is of mild steel construction finished in blue enamel with chromium fittings. Input voltage is 100/120 or 200/250 volts 40/100 cycles.

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CONSTRUCTIONAL STEELWORK

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HEAYBERD BATTERY CHARGERS, incorporating metal rectifiers, embody the results of more than 25 years' experimental work and the understanding of customers' special requirements. No matter how large or small, we shall be glad to quote for Battery Chargers made to suit your own particular purpose. Write for lists Nos. 1046 and 1048.

HEAYBERD

Model 6716 charges from 3 to 36 cells at two to sixteen amps.

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GLYCOL MASTER ANTI-FREEZE

A BLENDED PREPARATION containing ETHYLENE GLYCOL *WHICH GIVES THE HIGHEST POSSIBLE DEGREE of* PROTECTION AGAINST FROST

	RETAIL	TRADE
QUARTS	12/-	9/-
GALLONS	36/-	27/-
4 GALL. DRUMS	£4-10-0	
5 ,, ROBBICANS	£5-16-0	

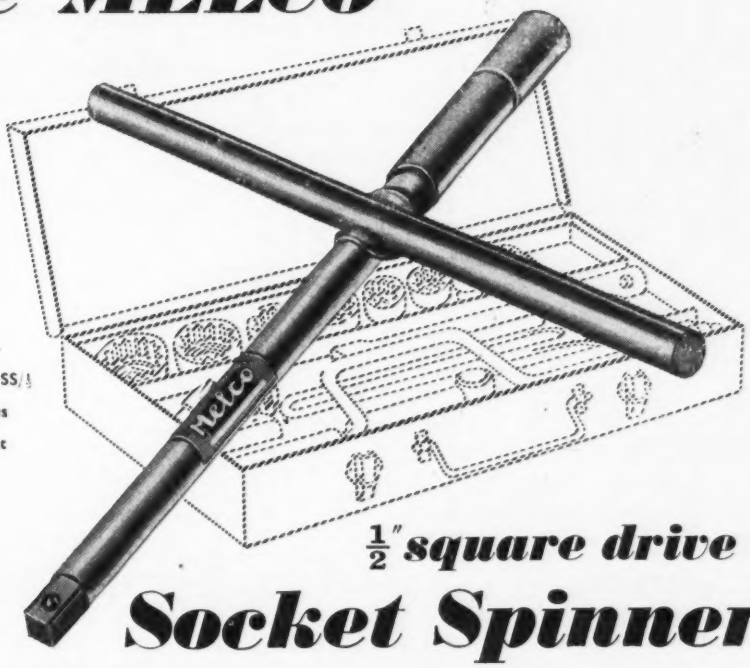
Order from your Wholesale Factor.

The ANTI-FREEZE WITH A *BIG MARGIN of SAFETY*
A QUALITY KKL PRODUCT

Sole Manufacturer
Wm. KNOWLES (BEBINGTON) LTD
ACRES ROAD, BEBINGTON, CHESHIRE

A useful addition to all makes of socket sets . . .

The MELCO



MODEL No. SS/½
Other sizes
on request

½" square drive
Socket Spinner

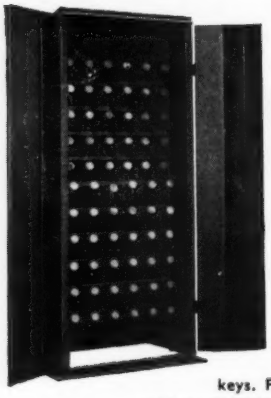
This handy, inexpensive Socket Spinner really speeds up the loosening and tightening of nuts. Because two handed leverage can be applied it will loosen nuts where other tools will fail. The "Melco" Socket Spinner is attractively finished in Silver Spray and the cross bars are full-fusion pressure welded for greater strength.

RETAIL SELLING PRICE
10/11 each

★ You can see it on
★ **STAND No. 489**
★ AVENUE P. FIRST FLOOR
THE MOTOR SHOW · EARLS COURT
★ together with
★ Tyre Levers, Axle Stands, Wheel-nut Wrenches, Wheel Braces, Screwdrivers,
★ Sparking Plug Spanners, Battery Service Tools, Starting Handles, etc.
★ ***and the latest innovations in***
★ ***heavy-wheel removing aids***

WHOLESALE AND EXPORT ONLY

THOMAS MELDRUM LIMITED
JOHN STREET, SHEFFIELD



'MODEL A'

OIL BOTTLE CABINET

Made of rustless steel. Bottle rack is all welded angle steel and holds 72 bottles either quart or pint. Yale lock and keys. Painted Olive Green.

YOUR FACTOR CAN SUPPLY

Send for full lists of Garage Sign Boards, Tube Testing Tanks, Portable Tyre Racks, Worm-Geared Engine Stands.

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FOR ALL SEALING & GLAZING purposes

Obtainable from all Motor Factors

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Long life lithanode Batteries FOR CARS & TRUCKS

Telephone: MACauley 4541-2

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Walben PRODUCTS

In Service throughout the World

Axleshafts, Clutch Plates, Steering Pins and Bushes, Track Rod Ends, Silencers, etc.

★ EARLS COURT MOTOR SHOW, Oct. 21-31

SEE THE WALBEN PRODUCTS DISPLAYED ON STAND 322 1st FLOOR

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will again be demonstrated at Earls Court, and we are endeavouring to put over a "Satisfied-Customer-Atmosphere" in a big way.

We do hope that all our satisfied customers will co-operate not only by calling on us but by milling round the stand a bit to give a crowd effect.

But seriously we shall be pleased to see you both again.

The tools you will waste no time in using.

"BY THE GARAGE FOR THE GARAGE"

STAND 460

Lightning Tools Dept., The Elms Garage, Birmingham 31

also **Glasgow and Balla, Co. Mayo.**

WOOD AUTO SUPPLIES LTD

STANDARD HOUSE
HUDDERSFIELD

Manufacturers and Distributors of

AUTO ELECTRICAL ACCESSORIES
MOTOR SPARES
GARAGE EQUIPMENT

INVITE ALL TRADE FRIENDS TO VISIT THEM

AT

STAND 319—AVE. D
MOTOR SHOW, EARLS COURT
21st—31st OCTOBER, 1953

AND

ARMATURES

AGENTS AND USERS EVERYWHERE

WOOD AUTO SUPPLIES LTD

PORTLAND STREET WORKS
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The Cash Register to Reckon with

3 MACHINES IN ONE

ANALYSES, ADDS & LISTS up to £999. 19s. 11d.

Guaranteed Service. Gives instantaneous finger-touch recording of every transaction:—

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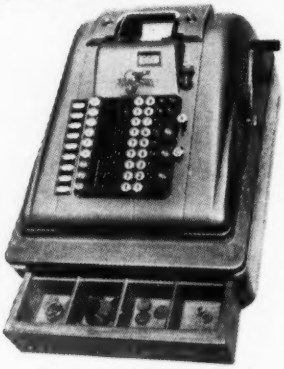

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May we demonstrate?
Agents everywhere.
Deliveries ex stock.

THE REGNA CASH REGISTER CO. **Proprietors: The Joeli Safe Co. (London) Ltd.**
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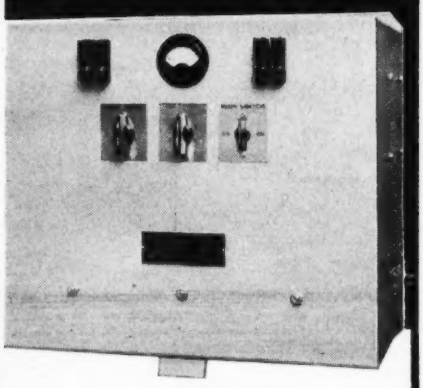
The Ideal GARAGE CHARGER

The BC.6 style of charger with an output of 850 watts D.C. is available in 5 different models giving varying rates of charge, 40 cells at 8 amps., or 66 cells at 5 amps., being typical examples. Adequate ballast is provided to safeguard against mains fluctuations and control of charging current is obtained by means of two tapping switches on the transformer secondary. The BC.6 meets all battery manufacturers' specifications as is the case with all . . .



WESTINGHOUSE
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BATTERY CHARGERS

Write for a copy of Publication M.R.13 to

Dept. G.10

STYLE BC.6

Price £60 - 11 - 0

WESTINGHOUSE BRAKE & SIGNAL CO. LTD., 82, York Way, King's Cross London, N.1

★ See our exhibit STAND 284
Ave. B, 1st Floor

SCHOOL'S OUT!

And that means extra care from every driver. But far more than extra care is needed, complete control is essential.
Are you sure that the brake linings you fit will work efficiently at any speed, in any conditions? Make sure that you always fit BRAMEC, then your customers can be sure of the complete control they must have.

BRAMEC REGD

Brake and Clutch Linings

Riveted or Fitted by Special BRABOND PROCESS
HALL & NIELSEN LTD., BEAVER MILLS, BURY, LANCS.

Write for your copy of the BRAMEC Brake and Clutch Lining Catalogue TODAY!

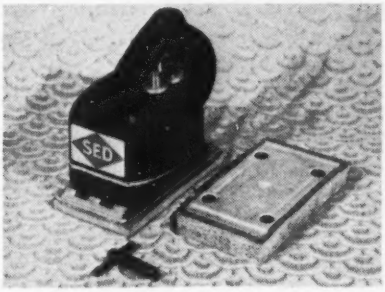
MAKE YOUR RESPRAYS PAY!!

Rising costs of labour and materials in these days of keener competition have reduced the slender margin between profit and loss to a dangerous degree.

Approximately 65% of total time on the job is taken up in rubbing or flatting

WHY NOT LET US PROVE IN YOUR OWN WORKS THAT
★ **THE "GLIDEAIR" Pneumatic Sander** ★
CAN SAVE AS MUCH AS 50% OF THIS TIME?

See this
WORKING ON
THE STAND OF
R. CADISCH & SON
NO. 542



INTERNATIONAL
MOTOR SHOW
EARLS COURT,
OCT. 21-31, 1953

Sole Concessionaires: KINGSBOURNE PRODUCTS LIMITED
29, HYDEWAY, WELWYN GARDEN CITY, HERTS. *Telephone: 3612*

We are specialists in Austin spares. At any time of day, every day in the year, we can supply you, or the garage of your choice, with any Austin spare you need.

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This express service is available to dealers and motorists alike—our motto is 'Keep 'em purring' as only a well bred, well maintained Austin can purr.

there's always time for AUSTIN at

Cliftons

SERVICE STATION LTD.

The 'Longbridge' of the South

SIDCUP ROAD, LEE, S.E.12. ELTham 3801

"G. & M. A."

BUSINESS AIDS FOR THE MOTOR TRADE

The full range is too long for detailed description here. This is a selection which indicates their scope.

COSTING AND SERVICE

Confirmation of Customers' Instructions forms. Costing cards (Boyle's system) and tie-on Job labels in various patterns. Time sheets (daily and weekly). Forms for listing Customers' Accessories. New Parts Required labels. Car-Care Contract cards and Service labels. Guarantee Claim labels for invoices. Mechanics' memos. Service Authority tags. Loan Battery registers. Reconditioned Engine windscreen stickers. Battery Receipt tickets. Testers' Report sheets. Vehicle Inspection Report forms.

STORES

Stock Record cards, in several styles. Stores Order chits. Requisition and Notification of Goods Arrival notes. Special, Clearance and Old Parts identification tags. Tyre Stock tags.

PETROL

Petrol Daily Check sheets. Petrol/Oil registers. Motoring Supplies sales bills.

GARAGE

Garage Receipt tickets. Park tickets. Steering Wheel Thanks labels. Motor Vehicle Storage contract forms. Lock-Up Agreement forms.

SALES

Sales Inquiries Record cards. Salesmen's Report sheets. Used-Vehicle Limited Guarantee forms

OFFICE

"Physical Assets" (Equipment) Register cards. Customers' Vehicles Record cards. Employees Record cards.

DISPLAY NOTICES

Wide variety of Wall Notices, covering the Garage Industry's needs.

See Them On Our STAND NO. 61 AT THE MOTOR SHOW

SALES DEPARTMENT,

"THE GARAGE & MOTOR AGENT,"

62, DOUGHTY ST., LONDON, W.C.1.

HOLborn 7771

This is the great new factory that produces the lubrication equipment that means efficient lubrication, inexpensive maintenance for your customers—and more profit for you.

THE AUTHORITY ON LUBRICATION
OFFICIAL TECALEMIT SERVICE
PLYMOUTH ENGLAND

At the Motor Show

SEE TECALEMIT EQUIPMENT ON STANDS 516 & 411

T471

★

BUMA

BRITAIN'S FINEST ENGINE RECONDITIONING EQUIPMENT

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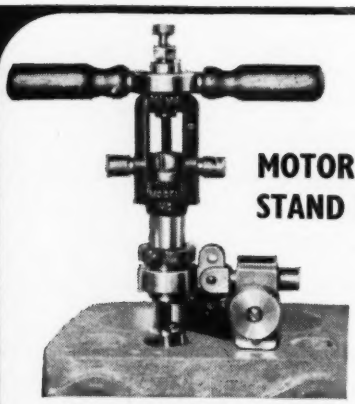

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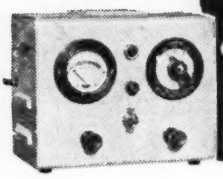
THERE'S A BIG MARKET for the new EASCO home BATTERY CHARGER



★ Nationally advertised. A boon to every motorist.
★ OUTPUT 12, 6 and 2 volt—selected by rotary switch.
★ CHARGE 2½ Amps.
★ *RETAIL PRICE only £5 · 15s*
★ GENEROUS TRADE TERMS AVAILABLE
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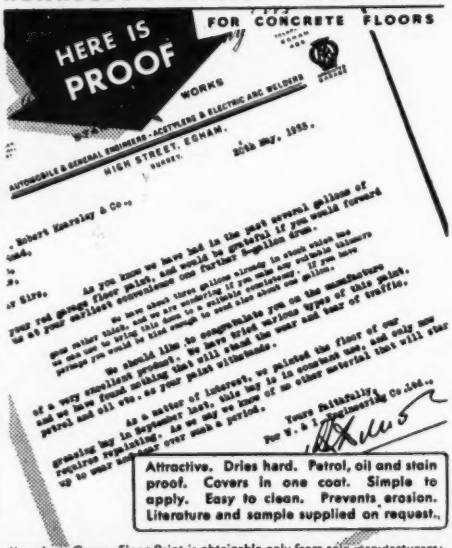
KEARSLEY'S GARAGE FLOOR PAINT FOR CONCRETE FLOORS

HERE IS PROOF



Attractive. Dries hard. Petrol, oil and stain proof. Covers in one coat. Simple to apply. Easy to clean. Prevents erosion. Literature and sample supplied on request.

Kearsley's Garage Floor Paint is obtainable only from sole manufacturers:-

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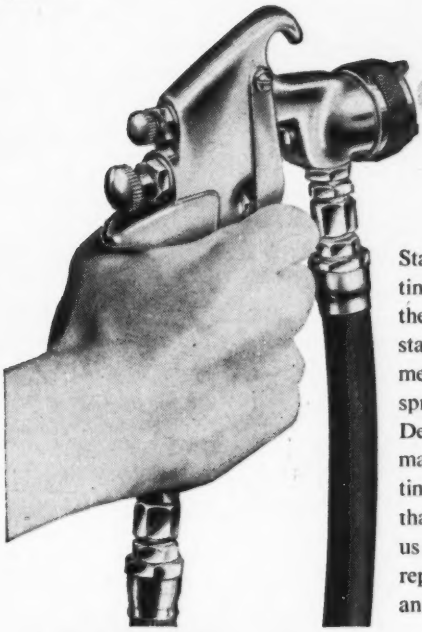

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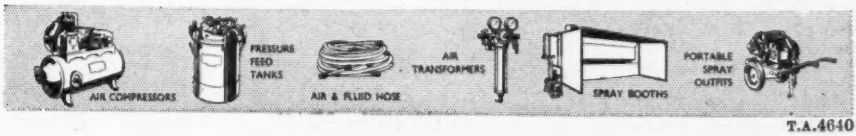
Branches and Showrooms: London, Birmingham, Bristol, Glasgow, Manchester



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The latest addition to the Parr range—the Portagrid meets the demand for a low priced Luggage Carrier which retains the quality, strength and other outstanding features of the Portarack. Fitted with our exclusive "Double-Security" Safety Clamps which fit under door frame and avoid any strain on guttering.

- **One model fits any car.**
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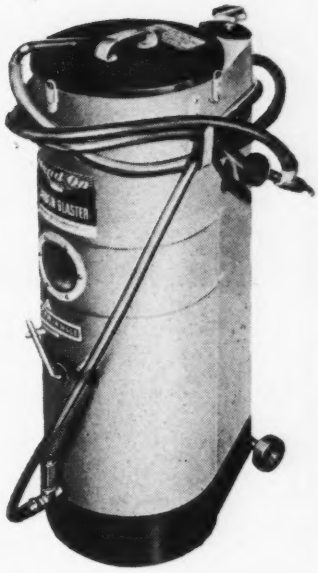
LOW COST POWER DECARBONISING

(While you wait!)

British garages can now offer an amazing, quick, efficient service which has swept the U.S.A., i.e., one hour decarbonisation without removing the cylinder head.

Thousands of local car and van users will be glad to come to you for this speedy, low priced and most convenient service—not once a year—but after every few thousand miles.

This is your opportunity to obtain plenty of new custom and to operate on an unusually high profit margin.



In daily use in thousands of garages throughout the U.S.A.

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(UNDER LICENCE TO KENT-MOORE PATENTS)

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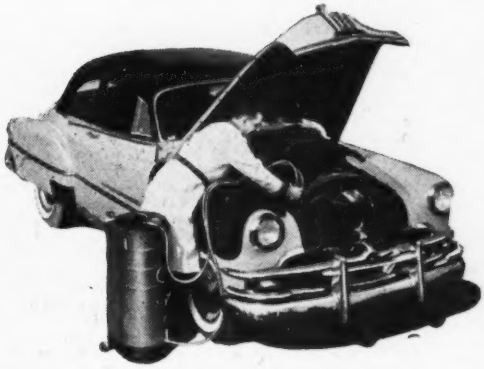
The price is well within the scope of the smallest repair shop



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BRITISH STEEL FLYWHEEL GEAR

It is inconceivable that time alone can bring to fruition all that is to be learned of the many and variety of phases that go to meeting the exacting requirements on the trade in these **enlightened** days. There is, however, something to be said for **specialisation** and **standardisation** when it is that these Twentieth Century features are being introduced and adopted in the manufacture of the **Shrunk-on** ring gear—a product that has become renowned for quality and durability—and to conform to the standard of efficiency laid down by the leading petrol and diesel engines to which it is applied as a standard fitment. The range of sizes and types, too, is being closely studied to conform to need, and we are proud to claim to fulfilling the demand for prototypes, in realising that a favour bestowed is not without virtue and reward, and that in this manner is mutual goodwill harnessed to service.

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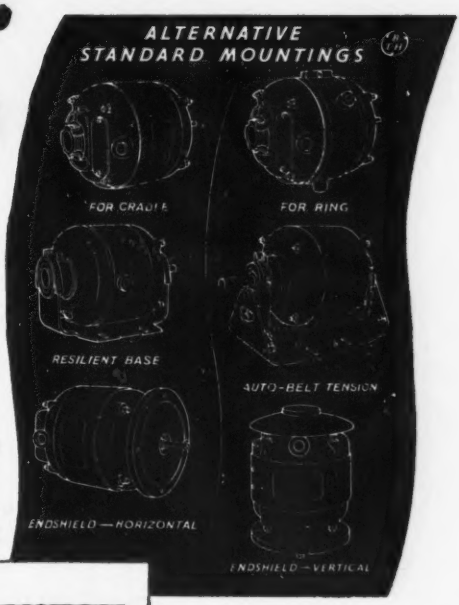
FRACTIONAL - HORSEPOWER MOTORS

The endless processes which make up the industrial pattern demand a reliable source of motive power. In the multitude of applications where an electric motor drive of between one thousandth of a horsepower and one horsepower is required, BTH "fractionals" provide economic service with the minimum of maintenance.



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Quality is evident in every detail of Bosch Fog Lamps and Reversing Lights—the materials, the way they are made, their fine appearance.

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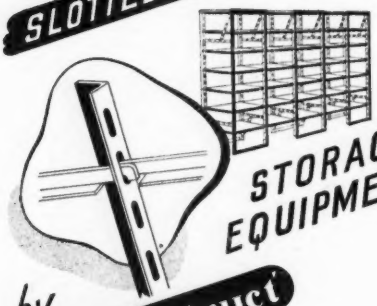

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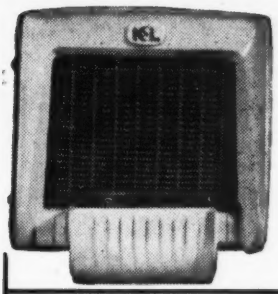
FOR WINTER ACCESSORY SALES!



K-L MONITOR

Car Heater, De-Mister and De-Froster with the VENTILOR Fresh Air Duct

A touch of a switch, and warm air floods in—regulated exactly to a customer's requirements ! Windscreen cleared of all mist, and *kept* clear . . . and, thanks to the Ventilor, the whole interior of the car is air-conditioned too !

Retail prices **The MONITOR £9 - 19 - 6**
The VENTILOR £1 - 15 extra

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Radiator Roller Blind

. . . stops engine overcooling simply, neatly, effectively—gives adjustable dashboard control over running temperature. Fits to the radiator behind the grille. Weather-resistant, non-flap blind, with spring-loaded roller. Available for most popular makes. Please state make and year of car.

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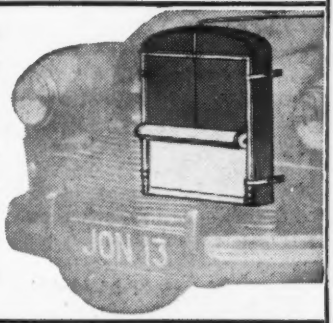

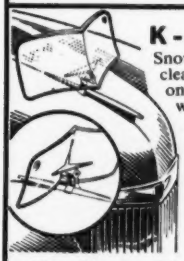

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Snow, flying particles and insects kept clear of windscreens ! The Airmaster on the bonnet sets up a deflecting wall of air which sweeps them all aside. Moulded of coloured or transparent plastic. Cannot obstruct vision. Size 9" x 5".

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Quick release brackets (clip-on, clip-off type) available for the AIRMASTER on all cars where the bonnet can be opened on either side (e.g., Rileys, M.G.s, etc).

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With illuminated dial (including bulb). **£3-0-0**

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MOTOR SHOW STAND 404

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HIGH GRADE

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Specially manufactured under exacting conditions and specification.

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Sticks instantly to Flat and Curved Windscreens

NO GLUE — MESS — EFFORT !
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☆NO LEAKS

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Here's the simple answer to your damper problems, the trouble-free telescopic that cannot leak or lose efficiency—because it's *friction* and *adjustable!* A ready replacement for existing hydraulic types and a sure cure for many present-day suspension troubles.

IT'S THE NEW ANDRE TELESCOPIC

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We will be pleased to demonstrate this new addition to the Andre range at the Motor Show, or, if you wish, send you further details by post.

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Link up with Rotoflo and Telaflo replacement organisation through your local Main Distributor. Your enquiries will have personal attention at the Motor Show.

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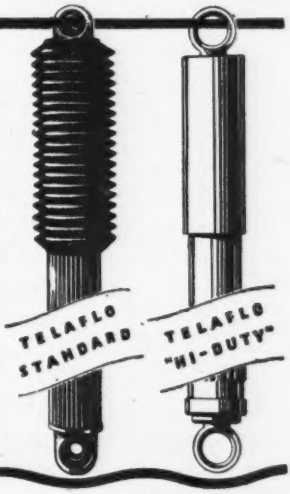

STAND No. 397 Avenue L. First Floor. Motor Show, Earls Court Tel. No.: Fulham 6197

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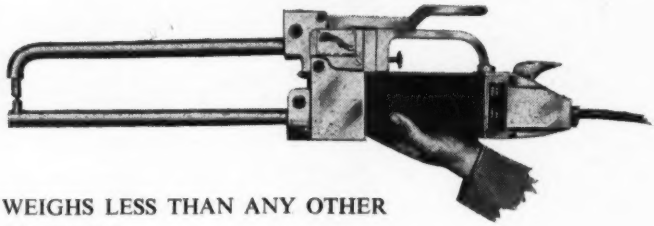
The LEOPARD Portable Spot Welder



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★ PLUG INTO ANY 200-250 VOLT 15-20 PLUG.

★ SEE THIS POWER-PACKED UNIT WELDING RUSTY SHEET METAL ON STAND **457** USING THE NEW LEOPARD RUST SOLVENT.

QUICKER — CHEAPER — NO DISTORTION

REPAIR CAR BODIES THE MODERN WAY . . . THE FACTORY WAY

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"This is all the Golden Master Silencer stock you need to hold for over 200 CARS AND COMMERCIAL VEHICLES!"

With one 55 and one 75 BOX plus 6 cartons of adaptors costing £4-2-0 in all, a garage is stocked to fit any one of more than 200 cars and commercial vehicles. Think of the saving in space, time and money!
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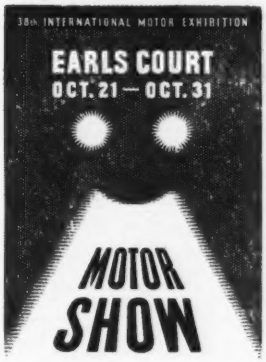
Buck & Hickman Ltd.

extend a cordial invitation to their friends in the trade to visit them on

STAND 493

AVENUE "Q" FIRST FLOOR



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Profit by the demand for

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NOW

Ensures Easy Starting and Warmer Car Heating in cold weather. Improves petrol consumption and reduces load on batteries. Flap adjustable to 3 positions. Radiator Muffs also available.

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8 and 10	1939/48	33/-
A 30	1952/53	37/-
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Sheerline / Princess	1951/53	48/-
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8	1948/53	33/-
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And Models to fit ALL makes of Cars and Commercial Vehicles.

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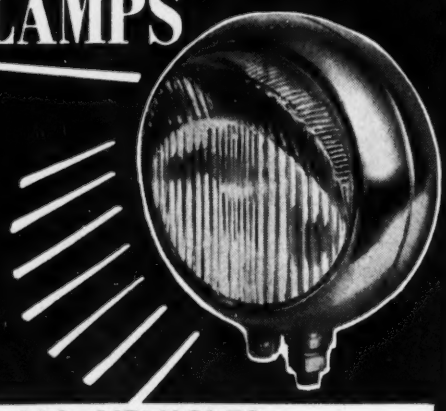
SCIENTIFICALLY CONSTRUCTED

PENETRATES THICKEST FOG



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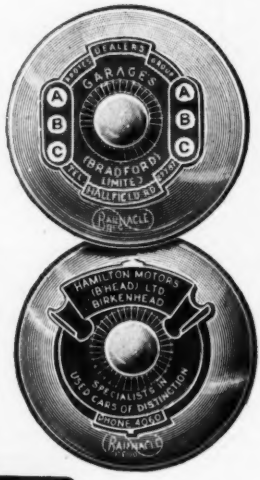
Our **clear** and **attractive** designs are your very **best advertisement.**

Also you will be interested in our up-to-date general range of accessories.



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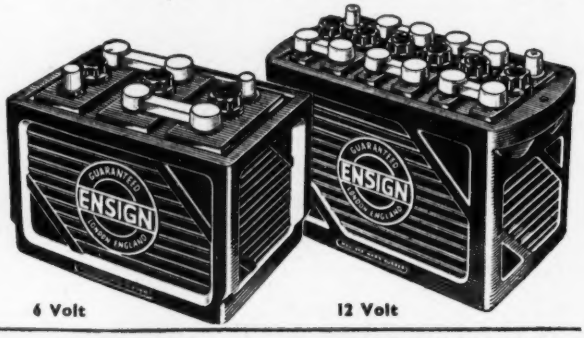

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THERE IS A FORD DEALER AT YOUR SERVICE IN YOUR TOWN

The Garage & Motor Agent

Vol. 80—(3) No. 2083

October 17th, 1953

THE INDEPENDENT AND PRACTICAL TRADE PAPER

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TERSE TALKS ON TRADE TOPICS: 1792nd

Your Own Show Plan

"CAN'T afford the money — or the time," grunted a garagist to us the other day when we put to him the topical question, "Going to the Show?" Admittedly, his business is way up in the top half of Great Britain, so he has a longer reason than many for being Show-shy. But, of course, his reason is not good enough.

It is impossible, these days, to keep up with the business times, or to keep one jump ahead of (or even level with) the other chap, without expending money and time. If that sounds so true that it doesn't need saying, why is it that relatively few garagists go to the Show every year? The answer is that this truth, like many another, is often admitted but not so often fully realised and acted on.

But to act on the truth doesn't mean simply going to the Show and mooching around as do members of the public. Business time — and therefore money — can be wasted if the Show is not "done" to a plan. The plan should be prepared in advance—and that is where this issue of "The G. and M.A." comes in. It contains our guide to the Garage Equipment and Accessories and Components sections at Earls Court, the two most important sections from the progressive garagist's point of view.

The guide is big, "potted" though it is. Even so, it should be read and notes taken of the "musts." As in former years, we have spotlighted the new items on each stand and given the names of the men who will be there to talk about them. This year, we have also indicated the stands on which practical demonstrations will be given.

Armed with his list and the Stand-Locator from last week's issue to speed up navigation between the stands, the motor trade visitor will rightly feel that he is investing his time in his own business. The only regret he is likely to feel will come from having perhaps once said, "I can't afford it."

Editor

WHAT DO *YOU* THINK ABOUT IT?

Minimising Fire Risk

No official "Fire Code" is yet practical advice to

Two Acts may apply

A FIRE should be dealt with in its early stages, but the wisest businessman follows the line that *prevention* of fires is the best policy.

The protection of industrial premises against fire, and the means for the control and extinction of fire if one should occur, despite all precautions, is a highly technical business. Yet, fundamentally, fire protection in garages is really a matter of applied common sense.

Many garages are legally factories and are subject to the Factories Act, 1937, of which Sections 34 to 37 deal largely with fire precautions. The Cellulose Solutions Regulations may also be applicable, these dealing more exhaustively with practical safeguards against accidental fires arising from the use of inflammable cellulose solvents and of "thinners."

By
Lieut.-Col. F. EVANS
M.B.E., M.A.

Garages used simply for the housing of motor cars and for the storage and sale of petrol do not, strictly speaking, fall within the scope of the Factories Act, but all garages, large and small, whether for motor car repairs or for petrol and oil sales only, are subject to the Petroleum Acts, which, in most of the important districts of Britain, are administered by a branch of the local police force.

Large cities like Birmingham and Bristol, for example, have a Fire and Carriage Department headed by a senior police inspector. Such departments usually issue comprehensive and concise instructions "as to the keeping and conveyance of petroleum spirit and petroleum mixtures," and garagists who have not already done so will do well to inquire of their own police authority for copies of such instructions which may have been issued for their guidance.

Different administrators

As laid down in the Petroleum Act, it is the local authority (in London, the London County Council or the Common Council of the City; outside London, county boroughs, boroughs and urban and rural districts), which have the task of issuing licences and generally administering the Act. Local authorities appoint an officer to act for them in such matters as inspection or the issue of licences and, except in London, it often happens that this is done by the police.

The police, however, have by no means a monopoly of this job; it is also done by Weights and Measures Inspectors, Building Inspectors, Sanitary Inspectors, and, in some places—of which the London County Council area is one—by specially appointed and trained officers of the local authority.

Much confusion

The outstanding weakness in the practice of fire protection and in the dissemination of official information about it, is that none of the several government departments in relation to the local authorities responsible for fire safety of garages in town and country, has, as yet, published a "Fire Code" for garages and comparable industrial premises carrying the high and varied fire risks characteristic of the businesses. Departmental officials are themselves confused as to which is to take the lead and exercise comprehensive oversight of fire protection.

Garage premises vary so much

in Garage Premises

available, but the authorities give those who seek it

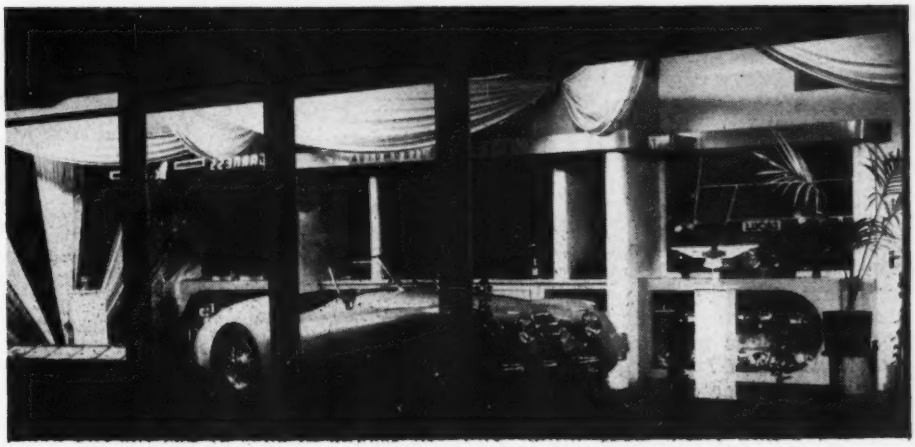
structurally; in materials which range from stone or brick walls, or asbestos sheeting and concrete floors to wooden partitions, and even compressed paper ceilings and partitions, that a thorough fire code, carrying the proper amount of detail, would be a formidable undertaking. But a list of commonsense precautions, including the best means of lighting and heating, and the best kinds of fire extinguishers, inclusive of foam for petrol fires, should not be hard to draw up.

Practical precautions also involve a knowledge of how the law affects garages, and here, to avoid mistakes or local variations in the interpretation of the law, it is a wise precaution on the part of the factory proprietor to call in the nearest inspector of factories, and to obtain his advice. He must further find out whether it is the police or other authority which is administering the Petroleum Acts for his district, in order to get official direction.

Several authorities impinge on different aspects of this fire protection problem. Not least are the fire brigades, which are nowadays run by the county and the county borough councils, and no longer, as in pre-war days, also by the smaller councils, including the rural district councils. These brigades have their fire prevention officers, too, who are experts and always pleased to give advice.

Means of escape

Under the Factories Act, 1937, Section 34, a certificate as to the means of escape in case of fire must also be held by the garage occupier. This is issued by the *district council* which only happens to be also a fire authority in the case of a county borough and county council. This anomaly between the Factories Act and the Fire Brigades Act, 1948, often causes confusion and lack of effective compliance in anti-fire measures in the smaller



IT SOLD CARS.—Part of a fine display arranged by W. L. Thompson, Ltd., of Anlaby Road, Hull, during a special Jaguar show week which they held recently. A service week was also run at the same time, but the show aroused so much interest that it was continued for another week, and Director W. L. Thompson reports that "a large number of sales resulted."

Fire Code for Garages

THE following is an outline Fire Code for garages issued by the Fire Officers' Committee, Fire Protection Association:—

For the general protection of a garage, an automatic sprinkler system is recommended, together with the following portable equipment.

(1) In buildings where vehicles are stored or parked, buckets of dry sand and two-gallon foam extinguishers. The scale of distribution should be one two-gallon foam extinguisher and three buckets of sand to each 250 sq. yd. of floor area, or part thereof, with not less than two extinguishers and six buckets of sand on any one floor, so distributed that a person will not have to travel more than 50ft. from any point to reach the nearest extinguisher.

(2) In those parts of the premises where no petrol is in use or stored, extinguishers of the soda/acid or water (gas pressure) type, or hydraulic hose reels, should be provided. Extinguishers should be provided on the basis of one two-gallon extinguisher to each 250 sq. yd. of floor area, or part thereof, with not less than two extinguishers on any one floor. If hydraulic hose reels are installed, there should be one internal hydrant with small bore rubber tubing (not less than ¾in. nor more than 1in. internal diameter) not more than 60ft. in length to each 500 sq. yd., or part thereof, of floor area, with at least one to each floor. The hydrant main should be capable of providing sufficient water to ensure the delivery of at least five gallons of water per minute from the highest reel.

There should be no need for additional protection of any petrol pumps if foam extinguishers are installed on the scale suggested in (1) above, providing they are readily accessible for use at the pumps. If they are not readily accessible for use at the pumps, then additional protection should be provided on the basis that a person will not have to travel more than 50ft. from any pump to reach the nearest foam extinguisher.

In the event of fire, the essential points to bear in mind are:—

(a) Call the fire brigade.
(b) Evacuate the building.
(c) Tackle the fire.

urban and rural district council areas of Britain.

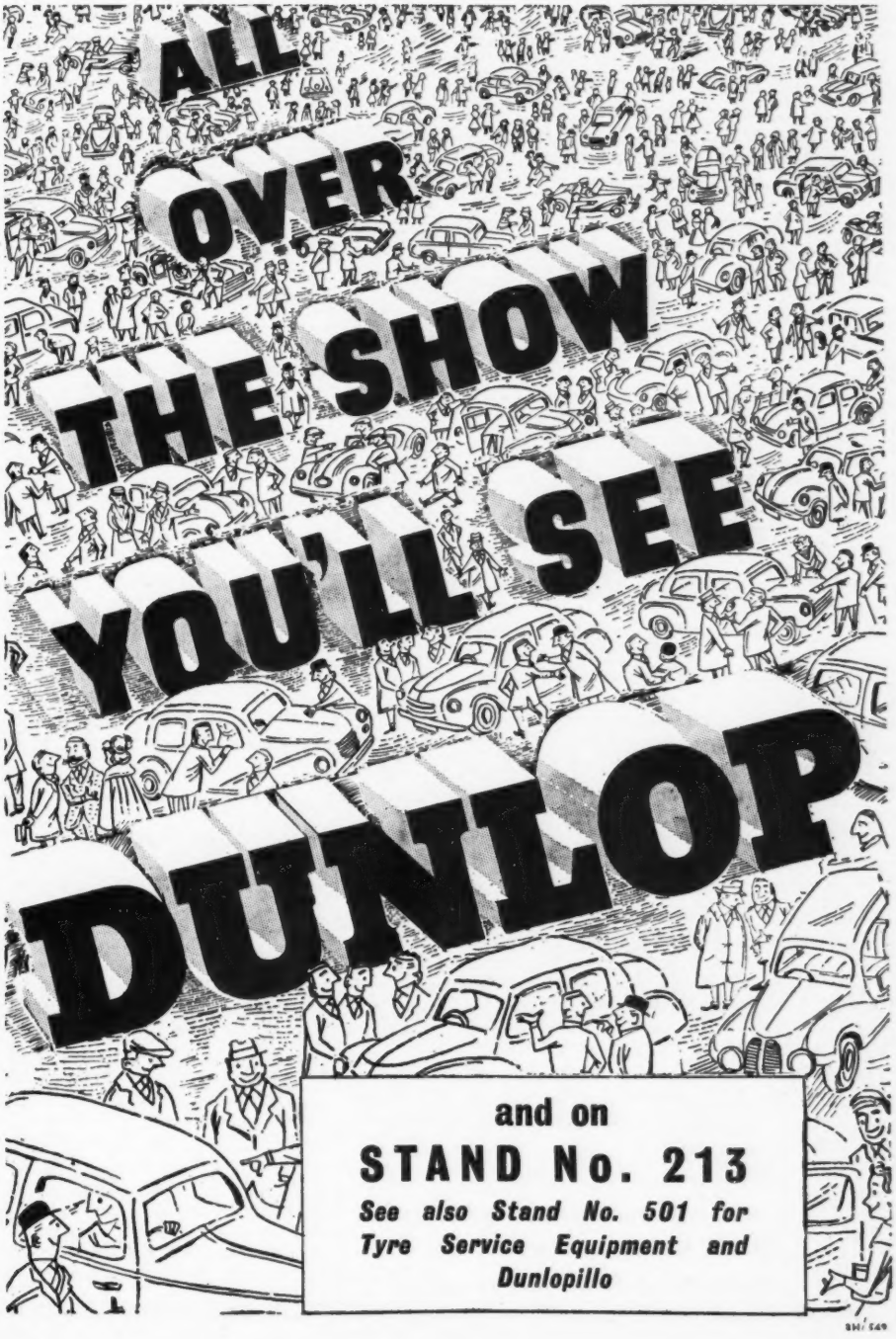
Some endeavours have already been made to remove this anomaly, but the matter appears to have rested for some years with the Factory Department, Ministry of Labour, who will, it is hoped, clarify the position before very long.

The civil defence aspect (since fire is still, especially in this atomic era, the outstanding wartime danger) is also related to the above anomaly, and the Home Secretary has been pressed to take up the matter strongly with the Minister of Labour and his Chief Inspector of Factories.

By way of recapitulation, fire risks in garages group themselves under the following headings:—

1. *Ordinary Fire Risks.*—These are normal to all buildings and homes. The advice of the local fire brigade headquarters will help here. Special attention should be paid to flues (which should be adequate in size, short and easily cleaned) and to hot-water pipes and apparatus, which should nowhere be near or in contact with timber or any inflammable material.

2. *Factory Fire Risks.*—Here, construction and design of buildings have a bearing upon the problem. Plans at the sketch stage for new garages and workshops can, with advantage, be submitted to the local fire expert, so that his suggestions can be incorporated in the final plans. Apart from the specific fire risks in such premises, there is also the question of the means of escape in case of fire for the people employed on the premises. The Ministry of Labour's Factory Department "Memorandum for the Guidance


ALL
OVER
THE SHOW
YOU'LL SEE
DUNLOP
and on
STAND No. 213
See also Stand No. 501 for
Tyre Service Equipment and
Dunlopillo

of Local Authorities as to the granting of Certificates under Section 34 of the (Factories) Act, 1937" summarises the requirements for such means of escape. In these places are also to be found risks from blow-lamps, welding apparatus using oxygen and acetylene and other fire raising materials.

WARNING NOTICES

IN the interests of fire prevention in garages, "The G. and M.A." publish a number of warning notices in their Business Aids for the Motor Trade series.

Designed for displaying on the filling station, these wall notices consist of "No smoking" instructions for customers, various forms of wording being available to meet the requirements of different local authorities.

Full details of the notices will gladly be sent by "The Garage and Motor Agent" Sales Department, 62, Doughty Street, London, W.C.1.

3. *Risks from the Storage and Distribution of Petroleum Spirit and Petroleum Mixtures.*—Here the requirements of the authority issuing licences should be ascertained and any instructions followed. The local fire expert can also be consulted with advantage, especially where garage heating appliances require safeguards in relation to petrol storage and use. Excellent advice can also be obtained from representatives of firms making fire extinguishers designed to deal with petroleum and oil fires. Petrol fires are the most difficult to put out.

4. *Coachbuilding and Repairing.*—The main additional risks in these places arise from the use and storage of highly inflammable cellulose solutions, and also from the accumulation of shavings, sawdust, trimming materials, rubber and upholstery stuffings and waste. As to cellulose, Form 275 (Factory Dept., Ministry of Labour) respecting "Precautions in the Manufacture, Use and Storage of Cellulose Solutions," and Form 826, the memorandum on the same subject also from H.M. Stationery Office, will give the garagist all necessary information.

5. *Risk of Explosion and Fire Arising from the Repair of Drums and Tanks.*—Serious or even fatal accidents have occurred in workshops when drums and tanks not completely free from petroleum, petroleum vapour or oil were being soldered or repaired under heat treatment. Explosive mixtures of air and petroleum can accumulate in what may appear to be empty tanks. The best advice the writer can give is that copies of "Safety Pamphlet No. 18" (1s. 6d. nett, H.M. Stationery Office) are obtained, and even a casual perusal of the pamphlet will convince everyone of the supreme importance of guarding against this particular risk.

Fire Protection Association

Finally, garage managers and owners would do well to join the Fire Protection Association, 84, Queen Street, E.C.4, or at least to obtain their publications for reference. The fire risk is greater perhaps in garages than is generally appreciated, and that there are not even more fires in motor trade premises is due to the general good sense of those who own them and work in them.

"The G. and M.A."

Petrol Price Charts

FOLLOWING last week's reductions of ½d. per gallon in cheapest grade petrol, "The G. and M.A." has revised its popular Petrol Price Charts. They appear on pages 176 to 178 of this issue.

Copies of the charts, printed on thin card, will be sent to all readers who apply for them, enclosing the necessary postage—1½d. for from one to 12 copies, 2d. for from 13 to 24.

Applications should be sent to the Editor, "The Garage and Motor Agent," 62, Doughty Street, London, W.C.1, *and it should be clearly stated whether the charts required are for the Inner, Outer or General Zones.*

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STRONG PUBLICITY has spread thi news. Strong publicity is now remindin motorists that autumn offers a good oppor tunity to change to Shell X-100.

MANY MORE of your customers will be wanting to change to Shell X-100 Make sure they do it at your garage

Winter's on the way! *Goodbye to long summer journeys. Now for stop-start motoring with its heavy drain on your engine.*

Will winter rob your car of life?

or will you be using Shell X-100?

WINTER DRIVING plays old Harry with your car's engine. Like mildew in a damp cupboard, Acid Action—main cause of engine wear—thrives on winter conditions. Short journeys, cold weather, frequent stops, give it every chance to get to work. Moisture in your engine combines with combustion gases to form acids. These highly corrosive acids literally eat away the life of your engine.

You can fight this enemy

Shell X-100 Motor Oil does three things. (1) It combats acid action—or corrosive wear—by providing a constant protective film for all parts of your engine, which does not 'drain off' like ordinary oils. (2) It reduces oxidation—and lacquer formation—thus minimising loss of power and oil consumption. (3) It has a cleansing effect on your engine—and *keeps it clean.* (It keeps combustion soot in suspension to be drained away with each oil change.

Take this precaution now

Never before have you been able to give your engine such complete protection. Change now to Shell X-100 Motor Oil—it is more than an oil—it is an insurance against wear—and the premature aging of your car.

Shell X-100 welcomes any test

(Photo by courtesy of Louis Klemantaski)

Twelve out of the fourteen major European Grand Prix motor races run during the last two seasons have been won on Shell X-100 Motor Oil. Here, Hawthorn (Ferrari) duels wheel to wheel with Fangio (Maserati) in the 40th French Grand Prix, the most exciting ever. Hawthorn won by one second—after 311 storming miles. He won on Shell X-100.

These facts are significant

Famous car manufacturers and drivers choose Shell X-100 for their greatest efforts. They have found that even in conditions of extreme stress, Shell X-100 continues to function perfectly. Can you do better than follow their lead?

Proved by performance

With Sunbeam-Alpines in the Alpine Rally, Jaguars at Le Mans, Aston-Martins at Goodwood, the Ford Zephyr in the Monte Carlo Rally—in every event after event—Shell X-100

(Photo by courtesy of the Autocar)

has triumphed. *In fact almost every major European motoring event during 1953 has been won on Shell X-100.* And in every case it has been the self-same oil you can buy from your own garage.

Change now to Shell X-100

You will soon be having an oil change. Take this opportunity to change to Shell X-100. Whether your car is factory-fresh or a well-tried friend, Shell X-100 will give it better performance over a much longer engine life.

IMPORTANT There are four grades of Shell X-100 Motor Oil and it is important (particularly in the case of worn engines) to get the correct grade for your car. Your garage will tell you which grade your car should have this winter. Here are the four grades:

Shell X-100 20 20W	Shell X-100 40
Shell X-100 30	Shell X-100 50

FACTS prove **SHELL X-100 MOTOR OIL** the world's finest motor oil

it fights acid action—main cause of engine wear

The 1954 M.G. Magnette 1½-litre saloon.

A new 2½-litre Pathfinder, restyling for the 1½-litre, new Magnette saloon and T.F. Midget comprise the

Extensive Changes in

High-performance model

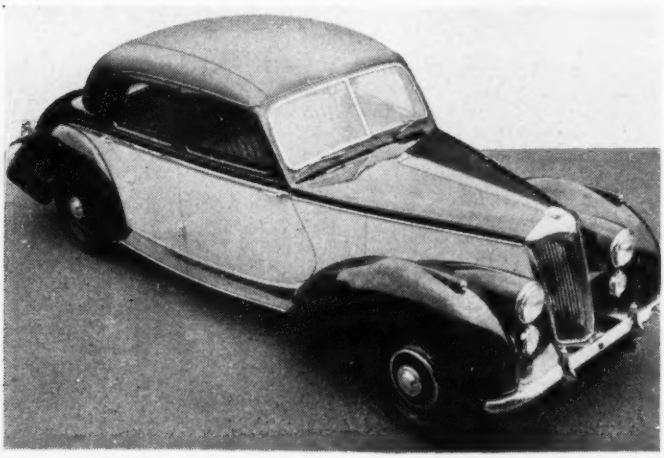
A NEW 2½-litre Riley saloon and a face-lift and other detail modifications to the 1½-litre model, together with a new M.G. 1½-litre Magnette saloon and a new T.F. model to replace the T.D. comprise the latest programme announced by the Nuffield organisation.

The new 2½-litre Riley is a saloon with an entirely new body, and is to be known as the Pathfinder. The well-tried 4-cylinder 2,443 c.c. o.h.v. power unit is retained, but its compression ratio has been stepped up to 7.25 : 1, giving a high performance curve and a top speed, it is said, of more than 100 m.p.h.

The gear-shift lever on the floor on the right-hand side is a feature which permits optional use of bucket or bench-type front seats.

Other refinements include the incorporation of the self-cancelling direction indicator switch on the horn ring, two speed self-parking screen wipers and black lighting for the instrument panel.

The body is of all-steel construction with a sturdy turret-type top. The one-piece curved windscreen and curved rear light give all-round visibility, and by mounting the 12½-gallon petrol tank forward of the boot and the spare wheel



Front-end changes and rear wing spats characterise the new season's 1½-litre Riley.

Entirely new lines of the Riley Pathfinder.

on a special platform under the boot floor, luggage capacity of 11 cu. ft. is provided.

A concealed petrol filler cap with a quick-release is provided and the fuel is fed to twin S.U. carburetters by a rear mounted S.U. electric fuel pump of increased capacity. Full-width bumpers with over-riders front and rear, and twin tail, stop and reverse lamps are fitted.

Riley and M.G. Range

Rear suspension is by long coil springs with concentrically-mounted hydraulic dampers, the axle being located by radius arms and a transverse link. At the front the Riley "Torsionic" independent suspension system of torsion bars controlled by telescopic dampers is incorporated.

A Borg and Beck 10in. single-plate dry clutch transmits the power through a four-speed synchromesh gearbox and Hardy Spicer tubular propeller shaft to the semi-floating hypoid rear axle of 4.1 to 1 ratio.

Servo-assisted Girling hydraulic fully-compensated brakes operate in 12in. drums and individual adjustment is provided which simultaneously adjusts the hand-brakes.

Wheels are disc-type with 6.70 x 16 tyres and large chromium hub discs.

Instruments include a revolution indicator and temperature gauge, in addition to the usual equipment. Twin fog lamps, heater, map reading lamp, in-built windscreen washing and demisting equipment are also fitted as standard. **Price of the Pathfinder is £1,382 7s. 6d. (inc. £407 7s. 6d. p.-tax).**

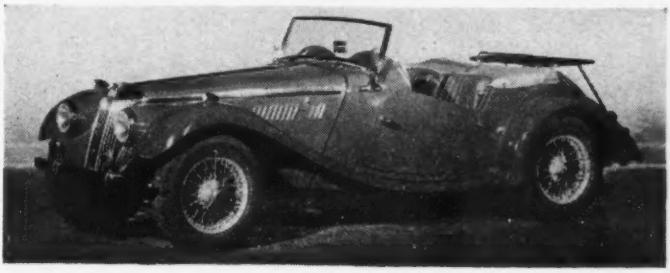
Body restyling, providing greater ease of access, characterises the 1954 Riley 1½-litre saloon. Front and rear wings have been re-designed and the running board abolished in favour of sill panels. Spats partially shroud the rear wheels.

Side lamps are now faired into the front wings, and beneath the reshaped head-lamps are twin fog lamps recessed into the wings as standard fittings.

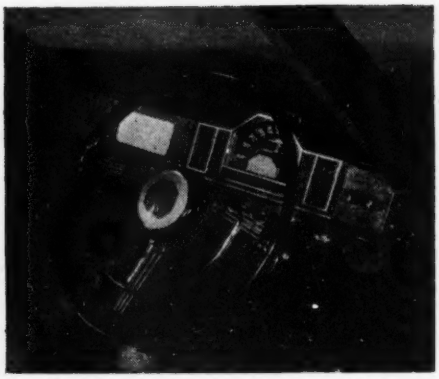
The Riley 1½-litre saloon retains the 4-cylinder 1,496 c.c. engine, which develops 55 b.h.p. at 4,500 r.p.m. **Price is £1,205 5s. 10d. (inc. £355 5s. 10d. p-tax).**

The new M.G. Magnette has an o.h.v. 1½-litre B.M.C. engine of new design, developing 60 b.h.p.

The body styling is on the lines of the



Body changes, too, have been introduced in the M.G. T.F.



Facia of the new M.G. Magnette.

Riley Pathfinder, and all-round visibility is a notable feature. **Price is £914 17s. 6d. (inc. £269 17s. 6d. p-tax).**

Built on the unit construction principle, the body and chassis frame are combined in one rigid structure, grille and bonnet are one-piece.

Heater, windscreen washing equipment, in-built forced ventilation system with controllable fresh-air intake, in-built demisting ducts and twin fog lamps are all standard.

The engine is a 4-cylinder unit of 1,489 c.c., having a bore of 73 mm. and stroke of 89 mm. Compression ratio is 7.15 : 1. Overhead valves are operated by push rods from a three-bearing camshaft driven by a duplex roller chain. Twin S.U. semi-downdraught carburetters are fed from a 9½ gallon (43 litres) tank by an S.U. electric pump.

Hydraulic clutch

The clutch is an 8in. Borg and Beck single-plate dry unit (hydraulically operated). Gearbox is four speed synchromesh and the rear axle is hypoid semi-floating.

The Lockheed hydraulic fully-compensated brakes are of 10in. x 1¾in., and the simple shoe adjustment simultaneously adjusts the hand brake. Wheels are of the ventilated disc type equipped with 5.50 x 15 tyres.

Independent front suspension is by coil springs, with telescopic dampers mounted inside, and unequal length wishbones. Rear suspension is by semi-elliptic springs and telescopic hydraulic dampers with torque arm and transverse location rod. All the dampers have cooling fins at the lower end to eliminate any possibility of fading under extreme conditions.

Rack and pinion type of steering gear is fitted, and the three-spoke steering wheel with semi-circular horn ring gives clear vision of the instruments. Provision is made for a radio (with central speaker grille in the facia).

A restyled body, increased power output, and detail modifications to improve comfort and accessibility are among features of the new M.G. T.F. Midget, **which is priced at £780 5s. 10d. (inc. £230 5s. 10d. p.-tax).**

The engine is basically the same 1,250 c.c. unit, but the power output has been increased to 57.5 b.h.p. at 5,500 r.p.m. It is, in fact, the Mk. II engine formerly offered as an alternative in the T.D. model. This has been achieved by raising the compression ratio to 8 : 1 and using twin S.U. carburetters of 1½in. diameter with enlarged inlet ports. Extra large valves (inlet 36 mm., exhaust 34 mm.) are fitted with 150lb. valve springs to enable engine speeds up to 6,000 r.p.m. to be attained without valve bounce.

Curved radiator

The radiator, still retaining the distinctive appearance of the marque, curves back to meet the downward slope of the bonnet and the front wings have been reshaped to shroud the headlamps. The bonnet sides are now fixed valances and the centre-hinged top is opened by push buttons.

The 12-gallon petrol tank, with quick-release filler cap, has also been reshaped to bring it lower.

A map-reading light is included in the instruments now grouped in the centre of the facia panel—on either side of which is an open glove-box—and the electric drive motor for the twin-blade windscreen wiper is concealed beneath the scuttle. Provision is made for flashing direction indicators.

This model is available either with steel disc wheels or with knock-on wire wheels at additional cost.

Cockpit of the T.F.

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More roomy interior and restyled facia: Facelift for the £100-cheaper Princess

4-door model continues

COMPETITION in the small-car market leaped this week when the Austin Motor Co. announced the introduction of a two-door version of the A30 to sell at nearly £30 less than the 4-door model. At the same time, the room inside the car has been increased and the facia restyled.

This move makes the Austin Seven the cheapest British saloon, the price of the new model being, in round figures, about £6 under that of the new Standard Eight. This order of things holds good if the old £445 Ford Anglia is to be discontinued completely, but with the Ford Motor Co. doing something about a so-called "people's" car, then a reshuffle of positions is very much on the cards.

Basic price of the 2-door A30 is £335, the actual selling price, with £140 14s. 2d. added, being £475 14s. 2d. This low price has been achieved without any cut in the specification or standard of finish of the car. In fact, some improvements have been made.

The two doors are wide enough to permit easier access to the rear seats when the front squabs are folded forward, and allow for the fitting of much larger slide-down windows.

The entire facia and interior has been redesigned to provide a deep parcel shelf running the whole width of the car.

Front seats are each more than 2in. wider, there is increased headroom, and knee-room in the rear seats is over 3in. greater. The boot now has a lock and handle fitted and its opening is 4in. larger all round.

The four-door model (unchanged price £355, plus £149 0s. 10d. P.T.) now has a similarly redesigned boot, facia and interior.

The Austin Princess range to be exhibited at Earls Court will comprise four new models, two of which have prices more than £100 less than those they replace.

The range now comprises the Princess III saloon, the Princess III touring limousine, the Princess long-wheelbase limousine

The modified Princess III, which has also been reduced in price.

Stakes with a 2-door A30

and the Princess long-wheelbase saloon. The first two now cost £1,540 plus £642 15s. 10d. P.T., and £1,590 plus £663 12s. 6d. P.T., respectively, a reduction of exactly £109 1s. 8d. in each case. The price of the long-wheelbase models is £1,750 plus £730 5s. 10d. P.T.

All four have new frontal treatment, restyled interiors, heavier bumpers, wide concealed running boards and several minor design and styling improvements. Part of the price reduction in the case of the new Princess III models has been made possible by offering non-essential equipment comprising radio and sliding roof as extras.

On the facing page is an exterior view of the new 2-door A30. Pictured on the right is the restyled facia, showing the full-width parcel shelf and the redesigned instrument panel.

Frazer-Nash and B.M.W.

Earls Court plans

AMONG the Frazer-Nash and B.M.W. exhibits at the forthcoming London Motor Show will be the Frazer-Nash 2-litre Le Mans fixed-head coupe and the B.M.W. 2-litre 501 saloon, both being shown for the first time.

The Frazer-Nash has the same engine and general chassis specifications as the Mark II competition 2-seater. Rear suspension, however, is by torsion bars and A bracket. The car is available in competition or "turismo" styling.

In the B.M.W. 501 is a car with bodywork following true aerodynamic principles. It is a 4-door saloon with seating for six people, and is a product of the B.M.W. company at Munich, not of the original B.M.W. factory, which is now in the Russian Zone of Germany.

The 6-cylinder engine has a bore and stroke of 66 mm. x 96 mm. Compression ratio is 6.8 : 1 and the 1,971 c.c. unit develops 65 b.h.p. at 4,400 r.p.m. An oil heat exchanger is incorporated in the water system. The clutch is hydraulic and there is synchromesh on all four gears. Top gear ratio is 4.2 : 1 and the change lever is on the steering column.

The chassis of box-section frame is welded to the body structure. Front suspension is independent with adjustable torsion bars; there are also adjustable torsion bars on the rear suspension. Steering is by pinion and segment.

Diesel Engines on Show

FOR the first time in its history, this year's Earls Court exhibition will include diesel engines for private cars, hire cars and London-type taxicabs.

Three such engines are to be shown on the stand of F. Perkins, Ltd., in the Accessories and Components Section. They are :—

P4 (C) diesel engine offered as a conversion unit for cars and rated to develop up to 60 b.h.p. at 3,000 r.p.m.

P4 (C) diesel engine offered as a conversion unit for Austin and Morris Oxford London-type taxicabs, and specially-rated to develop 43 b.h.p. at 3,000 r.p.m. to suit the transmission of these cabs.

P6 (C) diesel engine offered as a conversion unit for cars of 3-4-litre capacity and rated to develop up to 90 b.h.p. at 3,000 r.p.m.

In the Marine Section, Ground Floor, the company will also exhibit its complete range of marine diesel engines

"The Garage & Motor Agent"

PETROL PRICE CHART

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	£	s.	d.	£	s.	d.	£	s.	d.	£	s.	d.
¼		1	0½		1	1½		1	1½		1	2
½		2	1		2	2½		2	3		2	3½
1		4	2		4	4½		4	5½		4	6½
2		8	4		8	9		8	11		9	1
3		12	6		13	1½		13	4½		13	7½
4		16	8		17	6		17	10		18	2
5	1	0	10	1	1	10½	1	2	3½	1	2	8½
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7	1	9	2	1	10	7½	1	11	2½	1	11	9½
8	1	13	4	1	15	0	1	15	8	1	16	4
9	1	17	6	1	19	4½	2	0	1½	2	0	10½
10	2	1	8	2	3	9	2	4	7	2	5	5
11	2	5	10	2	8	1½	2	9	0½	2	9	11½
12	2	10	0	2	12	6	2	13	6	2	14	6
13	2	14	2	2	16	10½	2	17	11½	2	19	0½
14	2	18	4	3	1	3	3	2	5	3	3	7
15	3	2	6	3	5	7½	3	6	10½	3	8	1½
16	3	6	8	3	10	0	3	11	4	3	12	8
17	3	10	10	3	14	4½	3	15	9½	3	17	2½
18	3	15	0	3	18	9	4	0	3	4	1	9

October 17th, 1953

CABLE STORAGE EQUIPMENT

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to every stockist ordering the cable and accessories necessary to equip a unit.

THE NEW PREMIER TROLLEY for the garage carries twenty-seven spools with drawers holding terminals, wiring accessories, tape, etc. Free wire-clippers and strippers make it a complete repair unit.

THE COUNTER PREMIER is an attractive display stand and holds twelve spools.

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RIPOGLOSS SINGLE LIGHTING CABLES ARE AVAILABLE IN NO LESS THAN 28 COLOURS INCLUDING:—

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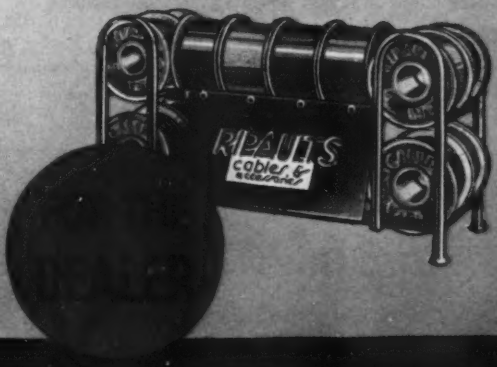
Blue	Black „ Yellow „	Green „ Black „
Red	Black „ Green „	Green „ Red „
Green	Black „ Red „	Yellow „ Black „
Yellow	Blue „ White „	Yellow „ Red „
Mauve	Blue „ Yellow „	Yellow „ Green „
White	Blue „ Purple „	Purple „ Black „
Brown	Red „ White „	Purple „ White „
	Red „ Blue „	Purple „ Yellow „
	Red „ Black „	Brown „ White „



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★ THE CORONATION

★ CEASE-FIRE IN KOREA

★ ENGLAND WIN THE ASHES

★ INTRODUCTION OF THE

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¼		1	1		1	1½		1	1½		1	2
½		2	1½		2	2½		2	3		2	3½
1		4	2½		4	5		4	6		4	7
2		8	5		8	10		9	0		9	2
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11	2	6	3½	2	8	7	2	9	6	2	10	5
12	2	10	6	2	13	0	2	14	0	2	15	0
13	2	14	8½	2	17	5	2	18	6	2	19	7
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15	3	3	1½	3	6	3	3	7	6	3	8	9
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17	3	11	6½	3	15	1	3	16	6	3	17	11
18	3	15	9	3	19	6	4	1	0	4	2	6

October 7th, 1953

"The Garage & Motor Agent"

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Gals.	@ 4s. 3d.			@ 4s. 5½d.			@ 4s. 6½d.			@ 4s. 7½d.		
	£	s.	d.	£	s.	d.	£	s.	d.	£	s.	d.
¼		1	1		1	1½		1	2		1	2
½		2	1½		2	3		2	3½		2	4
1		4	3		4	5½		4	6½		4	7½
2		8	6		8	11		9	1		9	3
3		12	9		13	4½		13	7½		13	10½
4		17	0		17	10		18	2		18	6
5	1	1	3	1	2	3½	1	2	8½	1	3	1½
6	1	5	6	1	6	9	1	7	3	1	7	9
7	1	9	9	1	11	2½	1	11	9½	1	12	4½
8	1	14	0	1	15	8	1	16	4	1	17	0
9	1	18	3	2	0	1½	2	0	10½	2	1	7½
10	2	2	6	2	4	7	2	5	5	2	6	3
11	2	6	9	2	9	0½	2	9	11½	2	10	10½
12	2	11	0	2	13	6	2	14	6	2	15	6
13	2	15	3	2	17	11½	2	19	0½	3	0	1½
14	2	19	6	3	2	5	3	3	7	3	4	9
15	3	3	9	3	6	10½	3	8	1½	3	9	4½
16	3	8	0	3	11	4	3	12	8	3	14	0
17	3	12	3	3	15	9½	3	17	2½	3	18	7½
18	3	16	6	4	0	3	4	1	9	4	3	3

October 7th, 1953

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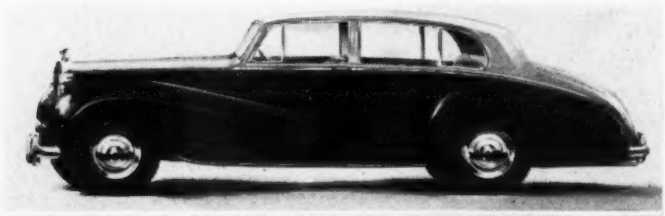

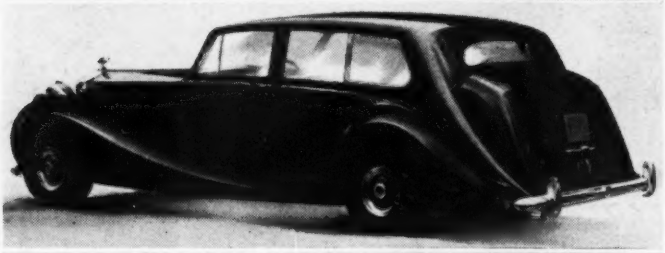

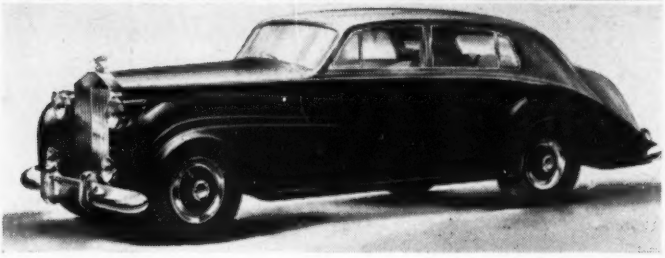

Rolls-Royce and Bentley plans for 1954: Silver Dawn also to be available here

Top: Park Ward touring saloon; centre: Hooper 7-seater limousine; bottom: James Young 4-door sports saloon.

Optional extra

THE automatic gearbox which has been available on export models only, is now made an optional extra on all new Rolls-Royce and Bentley cars, with the exception of the Bentley Continental, at £99 3s. 4d., including £29 3s. 4d. purchase tax. Although termed an "extra" the automatic unit is an alternative to the standard synchromesh box.

This is announced by Rolls-Royce, Ltd., and Bentley Motors, Ltd., as part of their programme for 1954. The rest of the programme includes a new range of coachwork on a longer Rolls-Royce Silver Wraith chassis and on the Bentley. Also, the Rolls-Royce Silver Dawn, with coachwork by Rolls-Royce and Park Ward and Co., Ltd., is being released for the home market.

A longer Silver Wraith chassis has enabled the coachbuilders to provide increased passenger and luggage room. The new coachwork includes the Park Ward touring saloon, a 4-door sports saloon by James Young and Hooper and Mulliner touring limousines.

The Park Ward touring saloon is designed for the owner-driver, and is a new style of semi-razor edge body, which is all metal construction. Interior fittings include demisters for both front and rear windows.

Also for the owner-driver is the James Young 4-door sports saloon, which again has front and rear demisters and curved screen and rear window.

Seating seven, the Hooper limousine features the semi-razor edge styling with long wing line. The normal seating arrangements are supplemented by the inclusion of two occasional forward-facing seats. Radio controls are fitted to the off-side armrests.

Park Ward have also designed a new drophead coupe, with option of two or four windows, on the Bentley chassis, and James Young and Hooper are producing special saloon coachwork for this car.

The Bentley sports saloon and Continental are being continued with nominal engineering and coachwork developments, production of the latter being increased for 1954.

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ORDER YOUR WINTER STOCKS OF BLUECOL NOW!

Bluecol is the doubly safe anti-freeze for your profits, as well as for your customers' cooling systems. Bluecol has an unapproached, 19-year record of reliable service to British motorists. For 19 years, Bluecol has been teaching British motorists how much safer and more convenient a good anti-freeze is than any other protection they can give their cars against the risk of frost damage. And the goodwill that Bluecol has earned by its own qualities has been strengthened by 19 years of Smiths vigorous marketing.

Today, to most British motorists, Bluecol means anti-freeze and anti-freeze means Bluecol, and both words mean a sensible precaution on which they intend to spend a lot of money—very soon. That money will go to dealers who have ordered their winter stocks of Bluecol early and have made full use of the powerful publicity material that Smiths have again provided this year for their support.

So don't wait for the north wind to blow—order your winter stocks of Bluecol now.

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THE **DOUBLY** SAFE ANTI-FREEZE

One of* SMITHS *accessories for better motoring

Recent Auction Results

Selection of vehicles sold at the Oct. 1 and Oct. 6

Measham Sales

DATE GIVEN IS THAT OF FIRST REGISTRATION

ALVIS
16 3-l Tickford cpe, Sept 51 £1,000

ARMSTRONG SIDDELEY
14 saloon, Dec. 37 ... ... £50

AUSTIN
7 saloon, Feb. 37 ... ... £115
8 Eight saloon, July 47 ... £247½
8 saloon, Mar. 39 ... £215
8 A30 saloon, July 53 ... £510
8 A.30 saloon, June 53 ... £525
8 A.30 saloon, Apr. 53 ... £512½
10 saloon, Dec. 38 ... ... £207½
10 saloon, Sept. 38 ... ... £117½
10 saloon, Nov. 36 ... ... £125
10 saloon, July 36 ... ... £70
11 A.40 Som. sal, May 53 £685
11 A.40 Devon sal, Aug. 51 £535
11 A.40 Devon sal, July 50 £500
11 A.40 Devon sal, Dec. 49 £402½
11 A.40 Devon sal, Sept. 49 £430
11 A.40 Devon sal, Apr. 49 £380
11 A.40 Devon sal, Feb. 49 £420
11 A.40 Devon sal, Jan. 49 £430
11 A.40 Devon sal, June 48 £390
12 saloon, June 37 ... ... £140
12 saloon, Aug. 35 ... ... £60
11 A.70 Heref'd sal, July 53 £700
16 saloon, June 34 ... ... £150
18 saloon, Dec. 37 ... ... £150
19 A.90 Atlantic sal, Apr. 51 £510
28 A.135 Princ'ss sal, July 51 £835
28 A.125 Sheer. lim., Nov. 49 £555
28 A.125 Sheer. sal, Apr. 49 £545

BENTLEY
30 saloon, June 38 ... ... £885

BUICK
30 Super Dynaflow, May 49 £950

DAIMLER
17 saloon, Aug. 36 ... ... £95

FORD
8 Anglia sal, Sep. 51 ... £337½
8 Anglia sal, June 51 ... £335
8 Anglia sal, May 51 ... £365
8 Anglia sal, Mar. 51 ... £307½
8 Anglia sal, May 50 ... £240
8 Anglia sal, July 47 ... £205
8 Anglia sal, July 46 ... £245
8 saloon, May 39 ... ... £142½
8 saloon, Feb. 38 ... ... £202½
10 Prefect sal, July 53 ... £480
10 Prefect sal, Apr. 47 ... £265
16 Consul sal, May 53 ... £670
16 Consul sal, Apr. 53 ... £632½
23 Zephyr sal, May 53 ... £645
30 V.8 Pilot sal, July 49 ... £357½
30 V.8 Pilot sal, June 48 ... £300

HILLMAN
10 Minx sal, Sep. 49 ... £375
10 Minx sal, June 49 ... £395
10 Minx sal, Mar. 49 ... £395
10 Minx sal, Feb. 49 ... £385
10 Minx sal, Apr. 48 ... £340
10 Minx sal, Mar. 48 ... £385
10 saloon, Oct. 37 ... ... £117½

HUMBER
14 Hawk sal, Sep. 49 ... £415
14 Hawk sal, Aug. 49 ... £460
27 S. Snipe sal, July 49 ... £442½
27 S. Snipe sal, Jan. 49 ... £507½

JAGUAR
20 saloon, Nov. 38 ... ... £130
25 3½-litre sal, July 49 ... £535
25 3½-litre sal, June 47 ... £302½
26 saloon, June 38 ... ... £195

"The G. and M.A."

USED-CAR MARKET REPORT

SEE next week's issue for our usual fortnightly market report on used-car sellers' prices.

This service to readers consists of a digest of prices quoted in trade and private advertisements of used-cars for sale appearing in current issues of public motoring journals and representative national and provincial newspapers.

M.G.
11 TD Rdstr., Oct. 51 ... £555
11 TC Rdstr., Mar. 49 ... £390

MORRIS
8 saloon, June 39 ... ... £280
8 saloon, June 38 ... ... £180
8 saloon, Jan. 38 ... ... £157½
8 Minor convert., Jan. 51 £400
8 Minor sal, July 49 ... £365
8 Eight sal, Nov. 47 ... £282½
8 Eight sal, July 47 ... £217½
8 Eight sal, Nov. 46 ... £257½
8 Eight sal, Feb. 46 ... £250
10 saloon, June 37 ... ... £125
13 Oxford sal, June 53 ... £675
13 Oxford sal, May 53 ... £630
13 Oxford sal, Apr. 53 ... £640
13 Oxford sal, June 51 ... £517½
13 Oxford sal, Nov. 49 ... £402½
13 Oxford sal, Oct. 49 ... £410
14 taxi-cab, July 49 ... £235
20 Six sal, Oct. 49 ... ... £430

NASH
27 saloon, July 38 ... ... £70

RILEY
12 saloon, Apr. 34 ... ... £55

ROVER
11 Ten sal, May 47 ... ... £432½
12 Sixty sal, Sep. 48 ... £470
14 saloon, Feb. 38 ... ... £275
14 saloon, June 35 ... ... £45
14 saloon, Sept. 33 ... ... £61
16 saloon, Oct. 38 ... ... £370
16 saloon, Dec. 36 ... ... £121

SINGER
9 saloon, June 39 ... ... £55
12 Twelve sal, Mar. 49 ... £290

STANDARD
8 Eight d. coupe, Apr. 47 £325
8 Eight sal, Sep. 46 ... £287½
8 Eight sal, May 46 ... £252½
8 saloon, July 39 ... ... £85
8 saloon, July 39 ... ... £265
10 saloon, Dec. 38 ... ... £162½
10 saloon, June 37 ... ... £140
12 saloon, May 37 ... ... £48
13 Fourteen sal, Oct. 48 ... £290
13 Eight sal, May 48 ... £250
13 d. coupe, Feb. 48 ... £250
13 Fourteen sal, Apr. 46 ... £325
14 saloon, Apr. 37 ... ... £82½
18 Vanguard sal, Apr. 50 ... £437½

SUNBEAM-TALBOT
10 saloon, imported ... £225
10 saloon, Mar. 36 ... ... £230
16 Ninety sal, Feb. 51 ... £577½

TRIUMPH
18 2-l. Renown sal, Sep. 50 £515
10 Mayflower sal, Dec. 52 £522½

VAUXHALL
12 Twelve sal, July 47 ... £350
12 Wyvern sal, July 49 ... £390
12 Wyvern sal, Jan. 49 ... £397½
14 saloon, Aug. 37 ... ... £62½
14 saloon, Dec. 36 ... ... £65
14 saloon, Apr. 36 ... ... £62
16 Wyvern sal, Aug. 53 ... £722½
18 Velox sal, Mar. 51 ... £572½
18 Velox sal, June 50 ... £432½

WOLSELEY
8 Eight sal, Aug. 46 ... £320
12 saloon, Apr. 36 ... ... £175
14 saloon, Sept. 39 ... ... £86
14 saloon, Aug. 39 ... ... £207½
14 saloon, Mar. 37 ... ... £50
14 saloon, Sep. 36 ... ... £112½

Part 2 of "The Garage and Motor Agent"

EARLS COURT

Organised by the Society of

in London

★ ★ ★

THIS is a businessman's guide designed to give a rapid preview of the exhibits in the Transport Service Equipment Section, the Accessory and Component Section and others apart from Cars, Coachwork, Caravans and Boats, to be dealt with next week.

★ ★ ★

Garage

Black and Decker orbital sander No. 44 (Stand 498).

485. **ABINGDON KING DICK, LTD.**, King's Road, Tyseley, Birmingham, 11. Acocks Green 2881; Abingdon, Tyseley, Birmingham.

King Dick hand tools, socket and other wrenches, spanners and kindred specialities, in complete ranges.

Sales Manager, **A. Mortimer.** In attendance, **K. N. Axten, A. Goad, K. O. Joy.**

515. **AEROGRAPH CO., LTD.**, Lower Sydenham, London, S.E.26. Sydenham 6060; Aerography, Souphone, London.

Spray guns, compressors, portable spray finishing outfits, air transformers, underbody coating equipment, and accessories.

New.—Underbody coating outfit, type APA663.

Sales Manager, **L. Gaiger.**

462. **AIR INDUSTRIAL DEVELOPMENTS, LTD.**, Aidspray Works, Shenstone, near Lichfield, Staffs. Shenstone 341; Aidspray, Lichfield.

Stationary and portable compressors, pressure containers, spray guns and other allied equipment.

459. **ANCO (POTTERIES), LTD.**, Copeland Street, Stoke-on-Trent. Stoke-on-Trent 48661; Anco, Stoke-on-Trent.

Factoring display of well-known garage and workshop plant, equipment and tools, together with car accessories, components and fittings.

Sales Manager, **G. A. Mather.** In attendance, **H. J. Burns, J. Daley, A. Hill, H. Morrey, C. Rees,** and others.

494. **ARMATURE MANUFACTURING CO.**, Middleton Road, Chadderton, Oldham, Lancs. Main 1767; Armatures, Oldham.

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To-the-Point Trade Guide to the 1953

MOTOR SHOW

Motor Manufacturers and Traders

October 21-31

★ ★ ★

AS in former years, we have classified the products in the Accessory and Component Section, thus giving that part of our trade guide the additional usefulness of a trade directory which readers will find worth preserving for future reference.

★ ★ ★

Equipment

Octopus electrical outfits and tools, e.g., test benches, growlers, magnetisers, cell and drop testers, poleshoe screwdrivers, extractors and puller presses.

456. A.R.O. MACHINERY, LTD., 18, Madrid Road, Barnes, London, S.W.13. Riverside 6847; Nagent, London.

Welding equipment, spot welding guns, and the like, in various models, and timers.

New.—Spot welding guns.

Sales Manager, **P. J. Natzler.** In attendance, **W. B. Lessing, F. B. Richards, P. Tedesco.**

529. AUTOMOTIVE PARTS AND ACCESSORIES, Bowes House, Battle Road, Hailsham, Sussex. Hailsham 340; Motoparac, Hailsham.

Bowes Seal-Fast tyre and tube repair process, including operational tools, materials and equipment, together with vulcanisers, shop kits, and supplies, such as car cleaners, polishes, enamel, radiator repair liquid, and so on.

New.—Hydraulic tyre spreader; sidewall tyre brace.

530. AVERY - HARDOLL, LTD., Oakcroft Road, Tolworth, Surbiton, Surrey. Elmbridge 5221; Hardolpump, London

DeVilbiss body underspray kit APA 663 (Stand 515).

Computer, preset and standard petrol pumps, petrol and oil pump, oil dispenser, A. H. bulk meter.

New.—Five Point oil dispenser.

Sales Manager, **R. F. A. Williams.** In attendance, **L. Carroll, J. H. Harris.**

519. BARRUS, E. P. (CONCESSIONAIRES), LTD., 12-16, Brunel Road, Acton, London, W.3. Shepherd's Bush 3425; Engtools, Phone, London.

Blackhawk Porto-Power equipment, Aro lubricator and portable pneumatic tools, Heyer tuners and testers and battery chargers, Ammco repair tools, Van Norman tools, Champion compressors, Cleveland tools, Amseco tyre inflators, H. K. Porter cutters, Star brake reliner and Hydra-lift, Service Station inflators, Winona crank grinder, Zim tools, Stanley power tools, Stanley Sheffield hand tools.

New.—Aro air hoist and lubricating gun, Heyer engine test equipment, Ammco brake drum grinder, Hydraspeed giant tyre remover, Porto-Power bench rack, 20-ton Blackhawk pipe bender, Heyer tools, Van Norman brake drum lathe.

Sales Manager, **D. D. Wilson.**

GARAGE EQUIPMENT

495. **BECK AND CO. (METERS), LTD.,** Lilian Road, Streatham Vale, London, S.W.16. Pollards 5201; Hydrant, Streath, London.

Beckmeter fuel serving pumps and equipment, lubricating oil dispensers, and the like.

New.—Model M3 petrol pump.

General Sales Manager, **F. C. Harris.** Sales Manager, **M. O. Osborne.** In attendance, **A. W. Andrews.**

480. **B.E.N. PATENTS, LTD.,** Hughenden Avenue, High Wycombe, Bucks. High Wycombe 1630; Tooinwun, High Wycombe.

B.E.N. compressors and equipment, paint and other spray guns, meters, tyre inflators, air containers, fittings and accessories.

New.—Model W.H. spray gun, heavy-duty type.

Sales Supervisor, **W. L. Taylor.** In attendance, **H. M. Cook, R. W. Deane, J. B. Herbert, A. J. Hardcastle, L. C. Jenkins,** and others.

498. **BLACK AND DECKER, LTD.,** Harmondsworth, Middx. West Drayton 2681; Blacdeck, West Drayton.

Portable electric tools, e.g., grinders, sanders, polishers, saws, valve-grinding outfits, screwdrivers, electric valve-shop, bench grinders, drills, and the like.

New.—Model 44 orbital sander, heavy-duty drill.

Sales Manager, **M. W. Boyce.** In attendance, **A. Field, H. Greenfield, J. Jamieson, W. Norman, W. Paterson.**

521. **BRADBURY, JOSEPH, AND SONS, LTD.,** New Street Works, Braintree, Essex. Braintree 263; Bradbury, Braintree.

Hydraulic jacks (1½-10 tons capacity), brake servicing outfits, wheel balancers, aligners and changers, lamps and lights, panel beating equipment, small tools, and Bradbury hydro-electric 4-post vehicle lift.

Sales Manager, **F. K. Elkington.** In attendance, **G. K. Mackintosh, E. McMahon, C. J. Tuffs, L. E. Wiffen.**

528. **BRISTOL PNEUMATIC TOOLS, LTD.,** Causeway Works, Fishponds, Bristol. Bristol 53264; Percussion, Bristol.

Compressors in portable and stationary models, tyre inflators, paint sprayers, automatic compressor outfits, and the like.

New.—Model 307/J.5 5 cu. ft. duplex 2-stage automatic outfit.

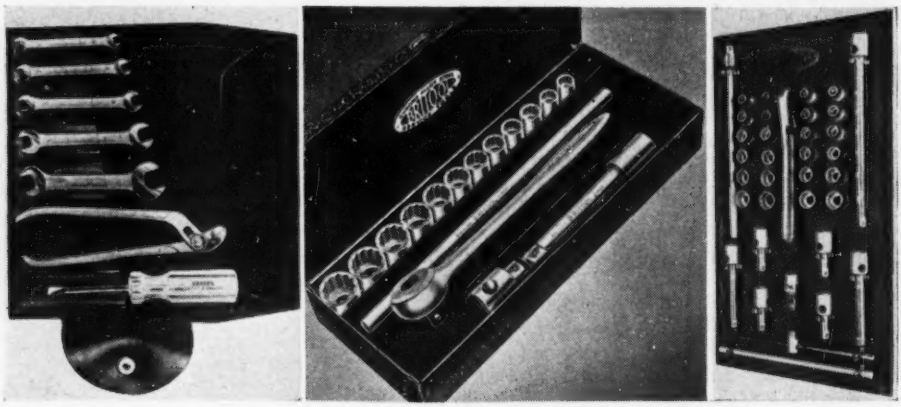
Sales Manager, **H. C. Harries.** In attendance, **W. B. K. Battey, W. Bradley, —. Farquharson, C. E. Rendell, P. R. Slade, H. C. Wescombe.**

470. **BRITISH EXTRACTING TOOL CO., LTD.,** 226, Whitehorse Road, Croydon, Surrey. Thornton Heath 2181; Betco, Croydon.

Betco hub, sprocket, stud and steering wheel pullers, king-pin pressing and extracting tools, ball-race extractors, bush drivers, slide hammer kits, bench and stand presses.

New.—New items include hub-pullers to suit modern car wheels.

Sales Manager, **A. W. Woodward.** In attendance, **C. M. Fairweather, C. G. Young.**



(Left) Ignition and radio kit by Gordon Tools (Stand 444). (Centre) Britool basic socket set (Stand 487). (Right) Abingdon King Dick wrench set (Stand 485).

STAND NO. 289
MOTOR SHOW
EARLS COURT

KEY TO MAP

GIRLING SERVICE OPERATES IN EVERY COUNTRY WHERE A FLAG IS SHOWN

The complete list of Authorised Service Agents can be obtained from Girling Ltd., Kings Road, Tyseley, Birmingham, 11

Argentina
Bahamas
Barbados
Bermuda
Brazil
British Columbia
British Guiana
British Honduras
Chile
Colombia
Canada

Belgium & Luxembourg
Canary Islands
Cyprus
Czechoslovakia
Denmark
Eire
Finland

Aden & Yemen
Burma
Ceylon
Hong Kong
India
Indonesia
Iran (Persia)

Australia
New South Wales
Queensland
South Australia

Azores
Belgian Congo
Egypt
Eritrea
Ethiopia & Somaliland
French Morocco

Gambia
Gold Coast
Costa Rica
Cuba
Curacao
Dominican Republic
Dutch Guiana
Ecuador
Guatemala
Jamaica
Mexico
Nicaragua

France & Monaco
Germany
Gibraltar
Greece
Holland
Yugoslavia
Iceland

Japan
Iraq
Lebanon
Malaya
Oman
Parkistan
Persian Gulf

Tasmania
Victoria
Western Australia
New Zealand

Kenya
Mauritius
Mozambique
Nigeria
Nyasaland
Rhodesia (Southern)

Sierra Leone
Sudan
Panama
Paraguay
Peru
San Salvador
Trinidad & Tobago
United States of America
Uruguay
Venezuela

Italy
Malta
Norway
Portugal
Spain
Sweden
Switzerland

Israel
Saudi Arabia
Syria
Thailand (Siam)
Turkey

Fiji Islands
New Guinea

Tanganyika
Tangier
Togoland
Tripolitania
Uganda
Union of South Africa

right
round the World
there's . . .

GIRLING

THE BEST BRAKES IN THE WORLD

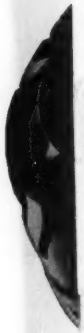
service — *Way Out Ahead* →

GIRLING LIMITED · KINGS ROAD · TYSELEY · BIRMINGHAM · 11

Who sells most of the

IN

ALL-P



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site approaches and soft, muddy tracks."

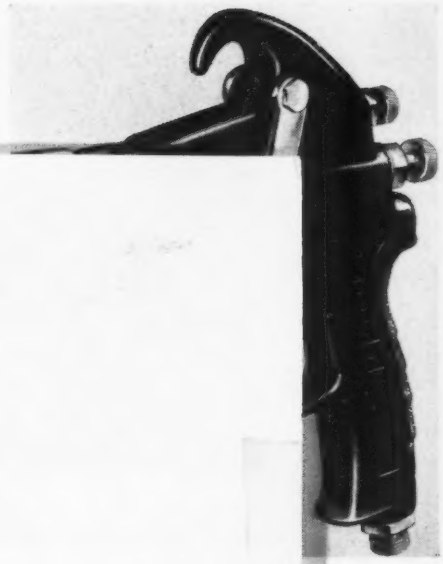
INDIA TYRE & RUBBER CO. LTD., INCHINNAN, RENFREWSHIRE.

WA

PAG

GARAGE EQUIPMENT

523. **BROWN BROTHERS, LTD.**, Browns Buildings, Great Eastern Street, London, E.C.2. Bishopsgate 7654; Im-



VY

GES

(Stand 480).

washing plants,
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lapper, circlip
generator test

on, E. S. Jones,
ett, J. Malkin,

TD., Merridale
Wolverhampton
on.
grinders, valve
ad Hog spares,
testing equip-

. piano-grinder.
ke. In attend-
nd, C. Barnett.

D., 8, New Col-
Road, London,
Vakleen, Haver,

leaning outfits,
He-Man shock-action wrenches and screwdrivers.

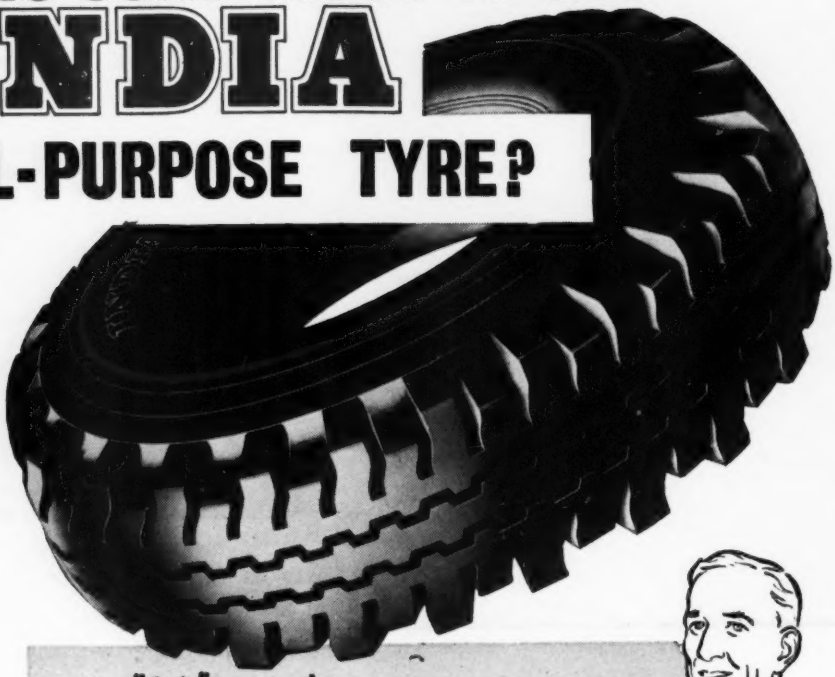
New.—Model T suction cleaner, bits for He-Man screwdrivers and other tools.

Sales Manager, **D. A. Atherton**. In attendance, **J. F. Parker, F. Street, B. Taylor.**

502. **CHURCHILL, V. L. AND CO., LTD.**, 27-34, Walnut Tree Walk, Lambeth North, London, S.E.11. Reliance 3063; Garaquip, Souphone, London.

V.L.C. garage and workshop equipment and service tools, e.g., compressors, hoists,

Who sells most of the INDIA ALL-PURPOSE TYRE?



"I do", says the TECHNICAL SALESMAN

"Operators are definitely impressed by the staggered lugs on this tread which give exceptional grip on any surface, hard or soft and the centre riding rib which provides smooth running and long life on good roads."

"Watch me!" says the 'BORN SALESMAN'

'When INDIA say 'All Purpose', they mean it and Operators can skip the technicalities and be certain that no tyre has ever been designed that is better for *all* kinds of surface from trunk roads to rutted building site approaches and soft, muddy tracks."

INDIA TYRE & RUBBER CO. LTD., INCHINNAN, RENFREWSHIRE.

GARAGE EQUIPMENT

523. **BROWN BROTHERS, LTD.,** Browns Buildings, Great Eastern Street, London, E.C.2. Bishopsgate 7654; Imbrowned, Phone, London.

Extensive range of proprietary exhibits devoted to garage and workshop tools, accessories, plant and equipment, such as compressors, brake servicing outfits, wheel balancers, engine tools, tyre maintenance and repair equipment, washing and welding outfits.

493. **BUCK AND HICKMAN, LTD.,** 2-8, Whitechapel Road, London, E.1. Bishopsgate 7676; Roebuck, Edo, London.

Garage and workshop tools, plant and special equipment produced by leading manufacturers, including Roebuck tools.

New.—Roebuck torque wrench, Adup underbody spray material.

527. **BUMA ENGINEERING CO., LTD.,** Robson Street, Newcastle-on-Tyne, 6. Newcastle 56169; Buma, Phone, Newcastle-on-Tyne.

Buma cylinder boring and polishing machines, bearing borers, in-line overhead borers, con. rod aligners, liner drawbars, oilway cutters, valve re-seaters, engine reconditioning equipment, stud extractors, and the like.

Sales Manager, **W. Malia.** In attendance, **D. Gibbons, T. Kavanagh.**

473. **BURTONWOOD ENGINEERING CO., LTD.,** Phipps Lane, Burtonwood, near Warrington, Lancs. Newton-le-Willows 3311; Beemee, Warrington.

Beemee and Hydrovane compressors, K. B. cylinder-boring machines, engine reconditioning tools, oil seals, and like exhibits.

542. **CADISCH, R., AND SONS,** 5-6, Red Lion Square, Holborn, London, W.C.1. Chancery 6868; Cadisches, Holb, London.

Electric and mechanical proprietary tools, plant and equipment, replacement parts, car accessories, and motor tools.

New.—Tap and die sets, mechanics' tool kits.

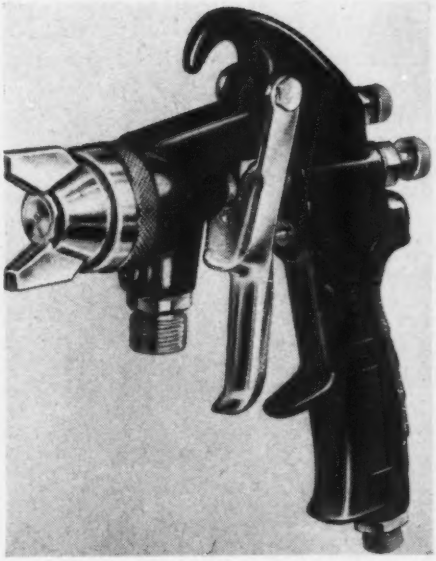
General Manager, **R. C. Horner.**

502. **CHURCHILL, V. L., AND CO., LTD.,** 27-34, Walnut Tree Walk, Lambeth North, London, S.E.11. Reliance 3063; Garaquip, Souphone, London.

V.L.C. garage and workshop equipment and service tools, e.g., compressors, hoists, jacks, lifts, lubrication and washing plants, engine and axle stands, wheel balancers and aligners, track gauges, and other requisites.

New.—Clutch assembly fixture, universal valve-seat insert cutter, valve lapper, circlip pliers, expanding arbors, generator test bench.

In attendance, **P. W. Gibson, E. S. Jones, J. Affleck, W. Dent, N. Hallett, J. Malkin,** and others.



New B.E.N. spray gun (Stand 480).

532. **C. L. EQUIPMENTS, LTD.,** Merridale Lane, Wolverhampton. Wolverhampton 23235; Ace, Wolverhampton.

Cylinder borers, plano grinders, valve tools, Sagar grease guns, Road Hog spares, oil changers, jacks, motor testing equipment, and kindred exhibits.

New.—Valve refacers, 11in. plano-grinder.

Managing Director, **A. Clarke.** In attendance, **W. and S. Clarke, A. Bond, C. Barnett.**

533. **C.M.I. PRODUCTS, LTD.,** 8, New College Parade, Finchley Road, London, N.W.3. Primrose 6623; Vakleen, Haver, London.

C.M.I. industrial vacuum cleaning outfits, He-Man shock-action wrenches and screwdrivers.

New.—Model T suction cleaner, bits for He-Man screwdrivers and other tools.

Sales Manager, **D. A. Atherton.** In attendance, **J. F. Parker, F. Street, B. Taylor.**

GARAGE EQUIPMENT

497. CRYPTON EQUIPMENT, LTD., Bristol Road, Bridgwater, Som. Bridgwater 2614; Cryptoquip, Bridgwater.

Engine testing and electrical servicing equipment, including motor analysers, portable testing sets, battery chargers, test benches, pullers, extractors and presses.

463. CUTHBERT MACHINE TOOLS, LTD., Millmead Works, High Street, Guildford, Surrey. Guildford 2363; Cubro, Guildford.

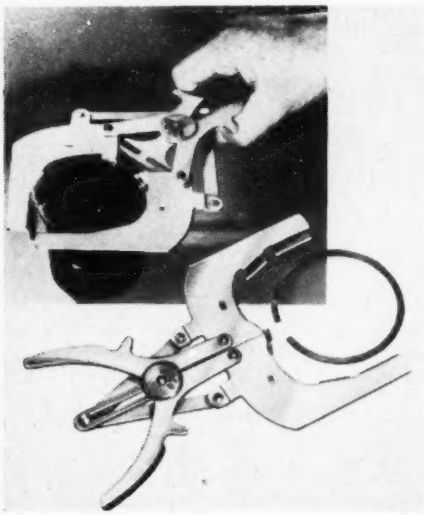
Cuthbert main - bearing line - boring machines, con. rod borers and crankshaft grinders.

New. — Cuthbert Minor line - boring machine.

Sales Manager, **H. G. Kingshott.** In attendance, **W. A. Cuthbert, W. C. Warner, E. H. Lewer, M. H. Williams.**

468. DELAPENA AND SON, LTD., Zona Works, Russell Place, Cheltenham, Glos. Cheltenham 53866; Delapena, Cheltenham.

Honing machines, mandrel storage cabinets, cylinder grinders, beam stroking stand, crankshaft and external hones, portable adjustable mandrels, cylinder gauges, piston ring compressors, con. rod clamp, tension wrenches, jaw chucks, and Ferret lubricators.



Brico piston ring fitter (Stand 352).

New.—Model 301 honing machine, Mandrel storage cabinet.

Sales Manager, **T. A. Humphries.** In attendance, **D. W. Brown, H. Jarvis, G. F. Wagstaff.**

508. DESOUTTER BROS., LTD., The Hyde, Hendon, London, N.W.9. Colindale 6346; Despnuco, Hyde, London.

Desoutter electric tools, such as drills, guns, screwdrivers, standardised die sets, pneumatic tools, and other like exhibits.

New.—Rotor drills, types S.R.5 and S.R.6, corner drill, type R.141, corner nut-runner, type M.201, rivet miller, type P.56.

Sales Director, **R. Desoutter.**

TIMES AND PRICES

The Motor Show is open daily from 10 a.m. to 9 p.m., and prices of admission are as follows:—

Opening day, 10s. up to 5 p.m., then 2s. 6d.

Saturdays, 2s. 6d. all day.

All other days, 5s. before 5 p.m., 2s. 6d. after.

501. DUNLOP RUBBER CO., LTD., Fort Dunlop, Birmingham, 24. Erdington 2121; Dunlops, Birmingham.

Garage and workshop equipment, such as compressors, air meters, tyre repair, vulcanising and inflation outfits, screw and hydraulic jacks, air-line fittings, wheel aligners and balancers, and general rubber products.

460. ELMS GARAGE, West Heath, Birmingham, 31. Priory 1373.

Lightning valve and piston ring tools, riveter, track aligning gauge, head clips, box spanners, Ford engine grinding and regapping outfit.

Sales Manager, **E. M. Arthur.** In attendance, **J. Archer, G. Burrell, J. Collins, P. Costello, G. Wheldon.**

512. EPCO, LTD., Star Works, Skinner Lane, Leeds, 7. Leeds 32461; Epco, Leeds.

Epco hydraulic trolley and kerb jacks (capacities, 1½-10 tons), Minor 15 cwt. trolley jack, Flexi-Force hydraulic body and chassis repair equipment.

New.—Long-reach 5-ton jack, Flexi-Force 20-ton commercial outfit, king-pin extractor, 1½-, 2-, and 3½-ton pull rams, 2½-ton outfit, adaptors, etc.

Sales Manager, **A. K. Hawthornthwaite.** In attendance, **J. P. and T. E. Peel, H. Simmonds, E. George, D. S. Leslie, G. Regale.**

REGENT
PACKS PUNCH

That many thousands of motorists are asking again and again for T.T. Petrol is testimony that they have already found it gives the *liveliest performance* of all the new premium petrols.

With Regent T.T. and Regent Benzole Mixture in his pumps, plus constant large-scale national advertising to bring even more motorists into his station, the Regent Dealer—everywhere—is assured of his *liveliest sales.*

T.T. PETROL

ALSO

REGENT BENZOLE MIXTURE

(PREMIUM GRADE BLEND)

REGENT OIL COMPANY LTD · LONDON · W.1

GARAGE EQUIPMENT

V. L. Churchill circlip pliers (Stand 502). Desoutter Brothers Super Rotor ½in. drill (Stand 508).

504. **FIRTH CLEVELAND (MACHINE TOOLS), LTD.**, c/o Stenor, Ltd., 37, Kew Foot Road, Richmond, Surrey. Richmond 1166; Stenor, Richmond, Surrey

Wandess cylinder-boring bars, in three models, riveting, countersinking and grinding machine, and drilling machine.

Sales Manager, **D. M. Stoddart.**

490. **G. S. L. PRODUCTS, LTD.**, Sunley's Island, Great West Road, Brentford, Middx. Ealing 6023.

Startall engine starters, test unit, and home battery charger.

New.—Startall Major, autotest unit.

Sales Manager, **B. E. Johnson.** In attendance, **P. Gibson, G. S. Lisle, G. B. Smith,** and others.

531. **GUYSON INDUSTRIAL EQUIPMENT, LTD.**, North Avenue, Otley, Yorks. Otley 2456; Guyson, Otley, Yorks.

Guyson equipment, tools and accessories, such as shotblast cabinets, Airpoint airline couplings, handy clamps, Guyson-Bentley universal wheel puller, windscreen defrosters, Maxon radiator solder, and Maxwell cylinder repair compound.

New.—Power Post bumper jack, Danger-Glo road safety signal.

Sales Manager, **J. F. Thomson.** In attendance, **J. S.** and **R. S. Thomson, J. Rogers.**

499. **HARTRIDGE, LESLIE, LTD.**, 9, Victoria Street, Westminster, London, S.W.1. Abbey 7279.

Hartridge oil-engine fuel pump and injector testing and servicing equipment.

New.—Junior model test bench, electronic phasing mechanism.

Sales Manager, **W. G. Wigglesworth.** In attendance, **C. H. Blundell, G. B. Hall, R. Lane.**

526. **HARVEY FROST AND CO., LTD.**, 113, Dunmow Road, Bishop's Stortford, Herts. Bishop's Stortford 700; Harveyised, Bishop's Stortford.

Garage and workshop plant and tools, including tyre changers, hydraulic and screw jacks, salvage cranes, towing ambulances, presses, decarbonising equipment, vulcanisers, Jackrane, and the like.

New.—H.F. tyre changers, jacking skates, and workshop cranes.

465. **HASLAM AND STRETTON (E. AND M.U.), LTD.**, 225-227, Stapleton Road, Bristol, 5. Bristol 57905; Thor, Bristol.

Factoring display of proprietary tools and plant, e.g., compressors, borers, welders, chargers, jacks, electric tools, and lubrication outfits.

Sales Manager, **R. Dawes.** In attendance, **J. B. Davies, S. J. Garratt, L. H. Johnston, E. L. Syvret, P. J. Wheeler.**

481. **HATCH, GEORGE, LTD.**, 3, Queenhithe, Upper Thames Street, London, E.C.4. Central 7751; George Hatch, Cannon, London.

Factoring display of tools and plant, e.g., electric tools, sprayers, welders, hand and small tools, jacks, wrenches, pullers, and so forth.

492. **HEADLAND, THOMAS P., LTD.** 164-168, Westminster Bridge Road, London, S.E.1. Waterloo 5600; Teepaitch, Lamb, London.

Factor's display of workshop equipment and small tools, including drills, air hammers, screwdrivers, valve-tools, hones, sprayers, Dzus valance fasteners, and other kindred appliances.

New.—Seest motor-driven centrifugal conrod remetaller.

Sales Manager, **F. M. Roberts.** In attendance, **A. S. Liddle, J. E. Lockheart.**

471. **HEAYBERD, F. C., AND CO., LTD.**, Greenwich South Street, London, S.E.10. Tideway 4646; Heayberd, Green, London.

Battery-charging plants in various sizes, including multi-circuit and portable types, low-voltage lighting transformers.

Don't miss the

PROFITS from our

replacement

elements

PUROLATOR

REGD. TRADE MARK

MICRONIC

OIL FILTER

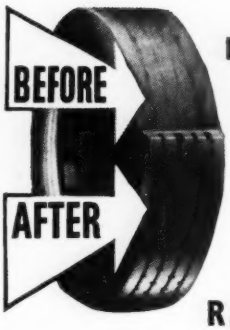
AUTOMOTIVE PRODUCTS COMPANY LIMITED, LEAMINGTON SPA

Whichever way you

YOU EARN MORE BY

Discounts mean one thing but cash margins mean *PROFIT*

" TYRESOLES " offer the Trader the greatest cash margin and the greatest profit. Coupled with this is rapid local service to save delays and the utmost reliability for customer satisfaction. " TYRESOLES " National Organization gives loyal support to the regular " TYRESOLES " dealers and Private car tyres are accepted only through *bona fide* Traders. " TYRESOLES " cost more than ordinary retreads but this is to enable the Trader to give the standard of service which the user expects from " TYRESOLES ". For tyre user and Trader alike " TYRESOLES " are better by far.



TYRESOLES

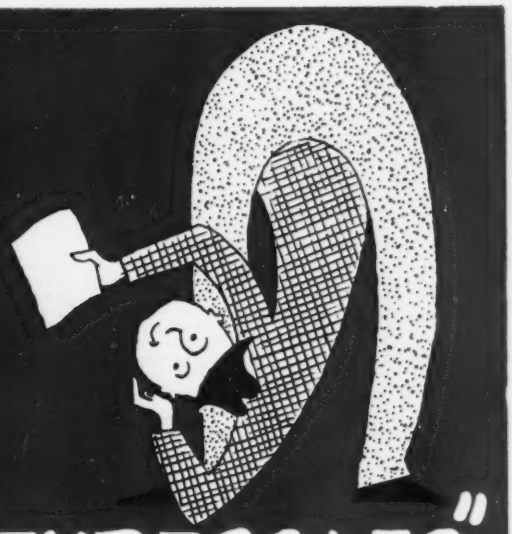
REGISTERED TRADE MARK

THE PROVED PROCESS OF TYRE RECONDITIONING

RAPID LOCAL SERVICE FROM 38 WORKS

Tyresoles Ltd., Palace of Engineering, Wembley, Middx.

look at it



SELLING "TYRESOLES"

It is the CASH margin which means profit

Compare these two examples with your present margin.

Two Typical examples :

Dealer Classes 1 & 2
Tyre Size 4.50-17
"TYRESOLES" Treatment £2.6.7.
Immediate Discount 22½% = 10.6.
Max. further Rebate of 10% = 3.7.

TOTAL POSSIBLE CASH MARGIN
14/1

Tyre Size 7.50-20/34 x 7
"TYRESOLES" Treatment £8.8.0.
Immediate Discount 15% = £1.5.2.
Max. further Rebate of 10% = 14.3.

TOTAL POSSIBLE CASH MARGIN
£1·19·5

Make a point of visiting the "TYRESOLES" Stand at the
MOTOR SHOW
STAND No. 466
AVENUE Q First Floor

IN GREAT BRITAIN

Tel: **WEMbley 1222** (10 lines)

International
MOTOR SHOW
Oct. 21—Oct. 31
STAND
No. 468

Delapena

The World's leading specialists in Transport Service Equipment

Honing Machines
Cylinder Reconditioning Equipment
Crankshaft Hones
Tension Wrenches
Ring Compressors Lubricators
Snap-on Hand Tools

DELAPENA & SON LTD., ZONA WORKS, CHELTENHAM, ENGLAND

Telephone - Cheltenham 53866-7-8

GARAGE EQUIPMENT

New.—Portable low voltage transformers.
Sales Manager, **B. C. Heayberd.**

525. **H.E.C. COMPRESSORS AND ENGINES, LTD.,** Levis Works, Stechford, Birmingham, 9. Stechford 2238; Levishec, Birmingham.

H.E.C. compressors and equipment in portable, mobile and stationary models, with electric and petrol motor drive, including air fittings and accessories.

New.—Mark 1, 1A, 2, 2A compressors.

511. **HOBDAY BROS., LTD.,** 21-27, Great Eastern Street, London, E.C.2. Bishopsgate 4343; Yadboh, London.

Garage and workshop tools, plant and general equipment by leading producers, including car accessories and supplies.

New.—R. R. petrol filter.
Sales Manager, **W. H. Joyce.**

522. **INGERSOLL-RAND CO., LTD.,** 165, Queen Victoria Street, London, E.C.4. Central 5681; Ingersoll, Cent, London.

Air compressors, in various sizes, single and 2-stage, from ½ h.p. to 50 h.p., together with starters, pressure switches, and the like.

New.—H50B type 40 compressor.
Sales Manager, **L. R. Hewitt.**

487. **JENKS BROS., LTD.,** Britool Works, Bushbury, Wolverhampton. Wolverhampton 31281; Jenbro, Wolverhampton.

Britool workshop and garage tools, e.g., open and socket wrenches and wrench sets, ring wrenches, and the like, together with service panels and sales cabinets.

New.—Drive ratchet, Crowfoot ring wrenches and drives, torsion wrench, wrench manual.
Sales Director, **G. Roughton.**

518. **KERRY'S (GREAT BRITAIN), LTD.,** Warton Road, Stratford, London, E.15. Maryland 6611; Akerene, Easphone, London.

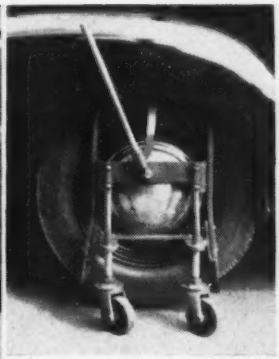
Factors' extensive selection of branded equipment, plant and tools, such as grinders, welding outfits, car washers, jacks, cranes, wheel balancers, breakdown outfits, compressors, lubricators, tyre inflators, battery chargers, presses, valveshop repair outfits, and the like.
Sales Manager, **D. B. Wright.**

458. **LAMSON PARAGON SUPPLY CO., LTD.,** Paragon Works, London, E.16. Albert Dock 3232; Plaudit, Phone, London.

Paragon sales registers for cash and credit recording, portable and security registers, and continuous forms.

509. **LAYCOCK ENGINEERING CO., LTD.,** Victoria Works, Millhouses, Sheffield, 8. Sheffield 74411; Invention, Sheffield.

Coronation and other lifts, Niagara-Merlin car washers, cleansing tanks, jacks, cleansing compounds, compressors, axle stands, presses, tyre inflators, and the like.



(Left) Secomak car valet (Stand 491). (Centre) HF wheel skates (Stand 526). (Right) Beckmeter M3 petrol pump (Stand 495).

GARAGE EQUIPMENT

New.—High-lift axle stand; petrol-engined and trolley type washing plants; oil bar; 7½ cu. ft. compressor; hydraulic jack.

505. LE COUTEUR, E., LTD., 58-60, Snow Hill, Birmingham, 4. Central 7176; Lecutaford, Birmingham.

Factoring exhibit of proprietary tools, plant and equipment, spare parts and replacements, together with car accessories and fittings.

In attendance, **C. and E. Le Couteur, W. E. Adams, W. Beckett, R. F. Jones, J. P. Wrench.**

472. LISTER EQUIPMENT, LTD., 3, Charlotte Street, Manchester, 1. Central 5520; Listequip, Manchester.

Flexy hose brushes, Flexhose lightweight hose, Listergent auto-foam shampoo, FoamMaster vehicle washer, Minilift engine and utility hoists, tar solvent, dry-cleaner, paper towels and strip, battery chargers, testers, hydrometers, and ignition files.

New.—Cleta tar solvent, vehicle washer, mud jets, dry cleaner.

Sales Manager, **E. B. Miller.** In attendance, **J. B. Bowers, A. E. Behan, W. H. Horrockes.**

540. LUSON, A., AND SONS, LTD., Gem Works, Minerva Road, Park Royal, London, N.W.10. Elgar 7251; Lusobrush, Harles, London.

Mann, Egerton Telejib jack crane (Stand 503).

Decarbonising, hand and rotary brushes.

New.—Gem Vulcan rubber-bonded rotary wire brush, improved pattern wheel brush.

Sales Manager, **A. P. J. Knowles.**

532A. MANIFOLDIA, LTD., West Bromwich, Staffs. West Bromwich 0506.

General business equipment, including Manicopy boards, portable registers, Manibar and Maniwriter continuous stationery.

New.—Varoe visible rotary stores records system.

Sales Manager, **W. H. Griffiths.** In attendance, **L. J. Bird, H. Cousins, A. H. Millar, F. G. Murlees,** and others.

503. MANN, EGERTON AND CO., LTD., 5, Prince of Wales Road, Norwich. Norwich 20291; Motors, Norwich.

M.E. garage and workshop equipment, such as degreasing and cleansing tanks, breakdown ambulances and l.f.s. attachment, Telejib jack cranes, gantry hoists, towing poles, fuel test tank, 5-ton adjustable jib crane, and the like.

New.—Cascade cleaner, universal recovery cradle, tyre remover.

Sales Manager, **S. H. Watson.** In attendance, **R. W. Howlett, A. E. Lake, F. P. Malyon, S. A. Moss, R. K. Porter,** and others.

538. MARSHAM TYRE CO., LTD., 207-213, Oxford Street, London, W.1. Gerrard 8650; Tyrmarsham, London.

General factors' exhibit of proprietary tools and equipment, by leading manufacturers.

Sales Manager, **F. M. Roodhouse.** In attendance, **N. H. C. Andrews, C. E. A. Causton, W. S. Fairbairn, F. J. Guyatt, J. L. Greenhill, E. E. Hart,** and others.

467. McFADDEN AND BARRON, LTD., 6-10, Slater Street, Liverpool, 1. Royal 6801. Macfarron, Liverpool.

Factors' display of proprietary tools, plant and accessories by well-known makers.

New.—Prince direct-feed remetalling bearing jig.

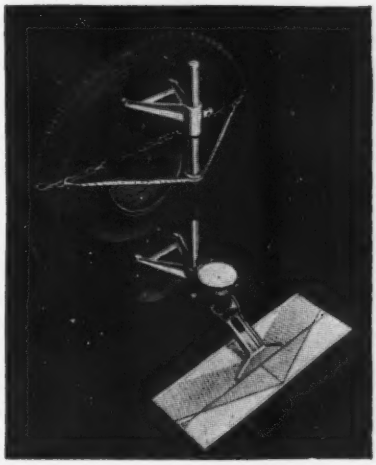
Sales Manager, **L. A. Attwell.** In attendance, **J. H. and F. Boyle, E. Birchall, A. Gallagher, D. McCullagh, C. Sedgley.**

489. MELDRUM, THOS., LTD., Freedom Works, John Street, Sheffield, 2. Sheffield 25156; Melco, Sheffield, 2.

Melco tools, including axle stands, tyre levers, wheel-nut and spin wrenches, wheelbraces, screwdrivers, battery tools, plug spanners, wrenches, starting handles, and socket spinners.

CAMBER, CASTOR
AND K.P. INCLINATION
GAUGE

Installed and used by the majority of Car Manufacturers and their Distributors. All readings accurately obtained within ten minutes without jacking up the vehicle.



EXHIBITED AT EARLS COURT SHOW BY

BROWN BROS. - - - -	**STAND No. 523**
THOMAS P. HEADLAND - -	**STAND No. 492**
G. T. RICHES - - - -	**STAND No. 520**
YORKSHIRE FACTORING CO. -	**STAND No. 461**

NEWNHAMS

SOLE PATENTEES & MANUFACTURERS
ESTABLISHED OVER 55 YEARS.

235-245, HAMMERSMITH ROAD, LONDON, W.6. Telephone: RIV 4646

GARAGE EQUIPMENT

New.—Socket spinners, heavy wheel removing trolley.

Sales Manager, **B. A. Meldrum.** In attendance, **T. Meldrum, Jun., G. A. Beckett, E. Holmes, C. V. Maltby.**

534. **MERLIN ENGINEERING CO., LTD.**, Hebble Mills, Salterhebble, Halifax, Yorks. Halifax 60241; Merlin, Halifax.

Servicemaster precision grinding machine and equipment, together with laps, jigs, needles, paste, etc., for reconditioning oil engine nozzles and needles.

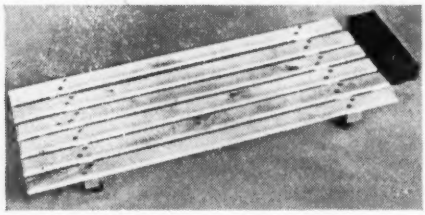
New.—Pump element comparator, needle lift gauge.

Sales Manager, **G. A. Lee.** In attendance, **W. G. Rogers, T. Welch.**

543. **MOORE, ERNEST, AND SON, LTD.**, Old Town Hall, Nantwich, Ches. Nantwich 5251; Ernmore, Nantwich.

Factoring display of car accessories, garage tools, components and plant and kindred proprietary equipment by well-known manufacturers.

Sales Manager, **S. Salem.** In attendance, **H. Critchlow, A. Davies, Miss J. Davies, C. Eccleston, J. Hayes, G. Lomax,** and others.



Guiterman garage creeper (Stand 384).

482. **MORRIS, B. O., LTD.**, Morrisflex Works, Briton Road, Coventry. Coventry 5081; Morisflex, Coventry.

Rotary cutters, files, rasps, wire brushes, disc driving and high-speed machines, range of Morrisflex accessories.

Sales Director, **M. B. E. Masters.** In attendance, **A. Baron.**

476. **MORRIS AND INGRAM (LONDON), LTD.**, 36-38, New Broad Street, London, E.C.2. London Wall 2188; Moringram, London.

Tools and accessories, e.g., Albertson (Sioux) portable electric tools, Ducellier lamps, direction indicators, and screen wipers, Edwards bolt saver, Harmans valve-spring compressors, cotterguns and circle cutters, Linford trolley jack, M. and I. expanding reamers, Thompson Spaven con-rod aligners and other tools, Vane oil coils, engine test and tune equipment, Waterbury-Hall cylinder hones and valve seat grinders.

Sales Managers, **G. W. Green, R. H. A. Stogdon.** In attendance, **S. Hubbard, P. Andrew.**

452. **NATIONAL CASH REGISTER CO., LTD.**, 206-216, Marylebone Road, London, N.W.1. Paddington 7070; Nacareco, Norwest, London.

Cash registers, accounting and adding machines, manually and electrically operated, special garage and workshop recording systems.

Sales Managers, **W. R. Hart, W. G. Poll.**

506. **NEWTON BROS. (CUDWORTH), LTD.**, Pontefract Road Works, Cudworth, Yorks. Cudworth 44; Newton, Cudworth.

Newton main bearing boring machine and power drive unit, con-rod aligner and boring machine, valve insert tool, micrometers, stud extractors, and the like.

New.—Newton Cudworth borer.

Managing Director, **F. J. Ashton.** In attendance, **G. W. Pollard.**

535. **PARTRIDGE WILSON AND CO., LTD.**, Evington Valley Road, Leicester. Leicester 37291; Davenset, Leicester.

Davenset battery chargers and testers, handlamps and transformers, garage-type chargers.

New.—24-volt combined engine starter and charger, Junior home charger.

Sales Manager, **J. Annandale.** In attendance, **P. Bowers, S. G. Dove, I. Milnthorpe, R. A. Rose, H. Wilson.**

477. **PICKAVANT, J. W., AND CO., LTD.**, Apkoway Works, Bow Street, Birmingham, 1. Midland 4927; Quikko, Birmingham.

Apkoway specialised garage and workshop tools, such as pullers, extractors, clutch and valve tools, wrenches, gauges, balancers, and the like.

New—Speedometer cable squaring tool, rear lamp and reflector fitter, track-rod end separator, body-repair outfit, ball-race extractor, pedal depresser for brake bleeding.

Sales Manager, **J. G. Mindelsohn.** In attendance, **M. G. and P. C. Mindelsohn, B. J. Allen, J. C. H. Brackenridge, J. H. Gilpin,** and others.

507. **PNEUMATIC COMPONENTS, LTD.**, Eyre Street, Sheffield, 1. Sheffield 26561; Newcom, Sheffield.

P.C.L. air towers, air and water posts, meters, couplings, chucks, gauges, compres-

WHY THE MOTOR FACTOR?

Because he provides a vital link between the manufacturer and the trader. He holds a comprehensive stock of manufacturers' lines and stands ready to give on-the-spot service without formalities or delay. His terms are the same as manufacturers'—you pay no more for the considerable services he renders or for the convenience of obtaining all your requirements through one account.

WHY THE MOTOR FACTORS' ASSOCIATION?

Because it lays down a code of practice for its members which ensures fair trading conditions not only among the members themselves but for their customers as well. It is the only solely wholesale trade association in the motor industry.

WHY YOU SHOULD DEAL WITH A MEMBER OF THE M.F.A.

Because M.F.A. Members are specially organised to give the finest possible service to motor traders. Because the M.F.A. symbol is your guarantee of a fair deal. Because M.F.A. members do not sell to the motoring public.

MOTOR FACTORS ASSOCIATION

THE SYMBOL OF SERVICE

ISSUED BY THE MOTOR FACTORS' ASSOCIATION

ACCESSORIES • TYRES • GARAGE EQUIPMENT

WINDSCREEN WIPER

TRICO ARMS & BLADES

To simplify stocking for 'Big 6' Agents, Trico now offers a dispenser No. 1066-A which meets the requirements of popular post-war 'big 6' vehicles with the correct replacement Arms and Blades. A properly balanced stock of Arms and Blades as supplied to the car manufacturers for standard equipment.

Order Kit No. 1066-A comprising one each of the following dispensers :—

AUSTIN
1949-53
A30, A40, A70, A90, A125
A40 Sports and Van
A70 Van and P.U.
Individual Dispenser 1060-A

FORD
1946-53
Anglia, Prefect & Pilot
Consul & Zephyr
Individual Dispenser 1061-A

BIG SIX
EXACT REPLACEMENTS FOR ORIGINAL EQUIPMENT

NUFFIELD
1948-53
Morris Minor, Oxford & 6
Morris Commercial, ½ ton & P.U.
Morris Cowley, P.U. & Van
Riley 1½ & 2½ litre
Wolseley 4/50 and 6/80
Individual Dispenser 1062-A

ROOTES GROUP
1948-53
Commer Express Delivery
Hillman Minx
Humber Hawk & Snipe
Sunbeam Talbot 80 & 90
Individual Dispenser 1063-A

STANDARD & TRIUMPH
1947-53
Standard Vanguard & Delivery
Triumph Roadster
" "1800"
" Renown
" Mayflower
Individual Dispenser 1064-A

VAUXHALL
1946-53
Vauxhall Ton & Twelve
Vauxhall Wyvern & Velox
Bedford 10/12 cwt. Van.
Individual Dispenser 1065-A

To obtain 6 Individual Dispensers in display container for any one particular make, add-6A after the individual dispenser kit number, e.g. for 6 Austin Packs in display container order Kit 1060-6A

Each Dispenser contains 12 Arms, 24 Blades, 12 Pegs (carded), contents list, price list and wall chart. All Arms are exact replacements of original equipment and are assorted in straight and cranked, black and chrome. Blades are various lengths for flat and curved screens.

REPLACE YOUR TRICO WIPER BLADES ONCE A YEAR

TRICO-FOLBERTH LTD., GT. WEST ROAD, BRENTFORD, MIDDX.
Telephone: EALING 2672-7, 3671-2. Telegrams: Tricowipa, London.

See the complete range of Trico Motor Car Equipment at the MOTOR SHOW

Stand No. 303

Smees T.F.19

GARAGE EQUIPMENT

sors, wheel aligners and gauges, blowguns, and like equipment.

New.—Air and water post.

Sales Manager, **W. J. Grain.**

520. RICHES, G. T., AND CO., LTD., 19-21, Store Street, Tottenham Court Road, London, W.C.1. Museum 0434; Plaxinesco, Westcent, London.

Factors' display of general car accessories, tools, plant and equipment by leading makers including Underseal underbody protective process, and Merlin fuel-injection servicing machine.

Joint Managing Directors, **S. McGregor Craig and F. Mitchell.**

457. RING MOTORS, LTD., Ayres Road, Old Trafford, Manchester, 16. Trafford Park 3829.

Leopard spot and arc welding equipment, including welders in various models.

New.—Types M, S70C/T, and aluminium spot welder.

Sales Manager, **F. Yoxall.** In attendance, **B. Babbington, G. A. Brooks, S. V. Divers.**

484. ROMAC INDUSTRIES, LTD., The Hyde, Hendon, London, N.W.9. Colindale 6055; Strength, Hyde, London.

Stationary and portable compressors, pumps, air receivers, Tyremaster vulcaniser.

New.—Compressor T.S.16, portable compressor D4XR.

Sales Manager, **R. R. Watkins.** In attendance, **F. J. Anning, P. Blake, M. D. Boyce, T. L. Davies, A. J. Lewis,** and others.

488. RUBERY, OWEN AND CO., LTD., Booth Street, Darlaston, South Staffs. Darlaston 130; Ruberowen, Darlaston.

Steel storage equipment, such as cupboards, shelves, lockers, racks, stacking pallets, stack pans, and mobile shelving.

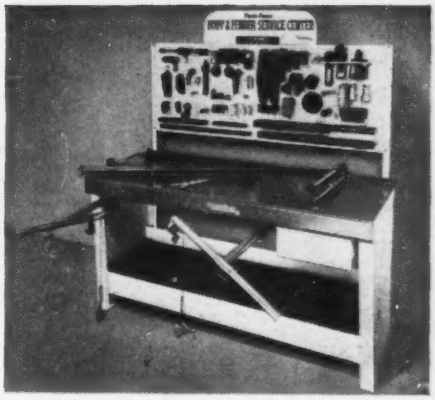
Sales Manager, **S. G. Sloan.** In attendance, **A. G. Burgess, R. O. Buckley,** and others.

510. RUGGLES, F. G., LTD., 7, Tudor Parade, London Road, Hounslow, Middx. Hounslow 5444; Ruggles Hounslow.

Factoring exhibit of proprietary garage and workshop plant, tools and the like, together with car accessories.

Managing Director, **F. G. Ruggles.** In attendance, **F. A. Bennett, E. H. Denley, S. Searles.**

475. RUNBAKEN ELECTRICAL PRODUCTS, 71-73A, Oxford Road, Manchester, 1. Ardwick 2507; Runbaken, Manchester.



Blackhawk Porto-Power bench rack (Stand 519).

Electrical testing equipment, spares and accessories, and battery charging plant.

New.—Easitest condenser tester, tungsten ignition contacts, range of battery chargers and boosters.

Sales Manager, **S. H. Flynne.** In attendance, **N. Large, R. R. Sharlis, J. R. Williams.**

524. RYLEY, J. A., LTD., 7-8, Cambridge Street, Birmingham, 1. Midland 3701; Plugs, Birmingham

J.A.R. specialities, such as I.F.S. car slings, brake-bleeding tank, handlamps, ball-race drawers, timing wheel pullers, bearing extractors, hose and cable winders, garage floor scraper, radiator filling adaptors, piston ring clamps, screw and bolt assortments, and the like.

New.—Hydraulic brake-servicing tank.

Sales Manager, **J. Ryley.** In attendance, **F. W. and K. Cambridge, W. Hodgson, G. V. James, C. H. Jeffries, H. B. Woollons.**

491. SERVICE ELECTRIC CO., LTD., Secomak Works, Honeypot Lane, Stanmore, Middx. Edgware 5566; Ruselectro, Norphone, London.

Car valeting vacuum cleaners, hot-air guns, syrens, and forge blowers.

New.—Garage-type vacuum cleaners.

Sales Manager, **H. N. Russell.** In attendance, **W. F. R. Evans, F. B. Whelan.**

514. SKYHI, LTD., Worton Road, Isleworth, Middx. Hounslow 2211; Skyhijack, Phone, London.

Skyhi 2½-20 ton hydraulic garage and bottle jacks, tractor jacks, 3-ton 4-post lift, axle stands, hose, spray gun, and the like.

Sales Manager, **R. R. Graham.** In attendance, **O. S. Bennett, W. S. Kittles, W. C. C.**

BEFORE YOU ORDER LUBRICATING EQUIPMENT

ROTARY HEAD OIL DISPENSERS

The latest fashion on the petrol island! Called Rotary Head "Quick-Checks" because the meter head always follows the line of the hose to make the dial immediately visible to both driver and operator.

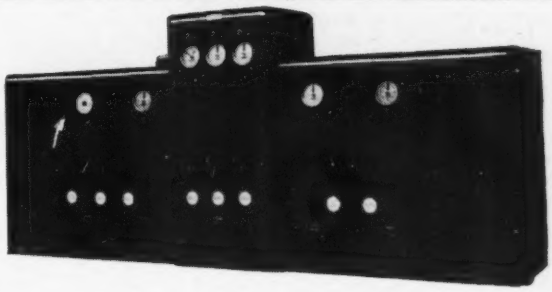
come and see Wakefield Lubrequipment on Stand 513 at the Motor Show

PORTABLE EQUIPMENT

This is one of the most compact lubrication sets on the market — and it provides a complete lubrication service!

3-POINT OIL BAR

Specially designed to meet the need for a metered dispenser when conditions do not lend themselves to wet hose operation.

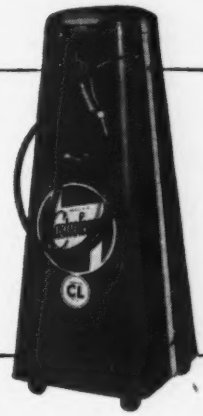


'UNIT-CONSTRUCTED' BATTERIES

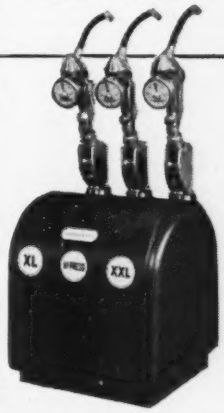
This is one of our standard batteries—but with Wakefield 'unit-construction' you can choose a battery to suit any particular need.

MOBILE DISPENSERS

We shall be showing a complete range of mobile dispensers — including this ever popular "Quick-March" model.



Whatever the lubricating servicing equipment you need —from a large lubrication plant to a grease-gun —from a mobile lubricator to a lift—remember to come and see for yourself that Wakefields make nothing less than the best for long life and efficiency!



HOSE REELS AND HOSE END METERS

Our latest and proudest achievement! We could write a book about all the various models and their capabilities—but we hope that you will call and let us tell you all about them.

Pointing the way to ***BETTER SERVICE & BIGGER PROFITS***

GARAGE EQUIPMENT

Roberts, E. B. Sandhagen, A. H. Stead, and others.

539. **STANWELL QUALITY TOOLS, LTD.,** 157A, Hubert Grove, London, S.W.9. Brixton 2437; Stanqualit, London.

Wheel, hub, sprocket, ball-race and other pullers, extracting tools, high-pressure grease booster.

Sales Manager, **F. Smits.**

464. **STEMCO, LTD.,** 740, High Road, Tottenham, London, N.17. Tottenham 5371; Gilbarco, Southtot, London.

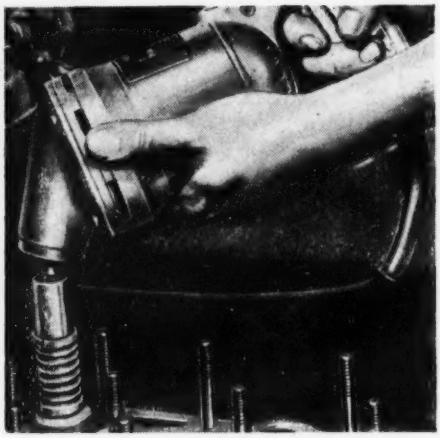
Gilbarco petrol pumps in various models, Brodie-Kent bulk meters, counters, and equipment.

Sales Manager, **D. J. Laurie.** In attendance, **M. H. Boundford, A. Barnard, F. Bowers, K. J. Eley, R. H. Havart,** and others.

496. **STENOR, LTD.,** 37, Kew Foot Road, Richmond, Surrey. Richmond 1166; Stenor, Richmond, Surrey.

Stenor electric vulcanisers, in three models, valve elements, ignition testers, tyre spreaders, Weldbelt belting repair outfit.

Sales Manager, **D. M. Stoddart.**



New Wolf ASG3 grinder (Stand 500).

537 **STEVCO, LTD.,** 8-9, Rewley Road, Oxford. Oxford 3188; Stevco, Oxford.

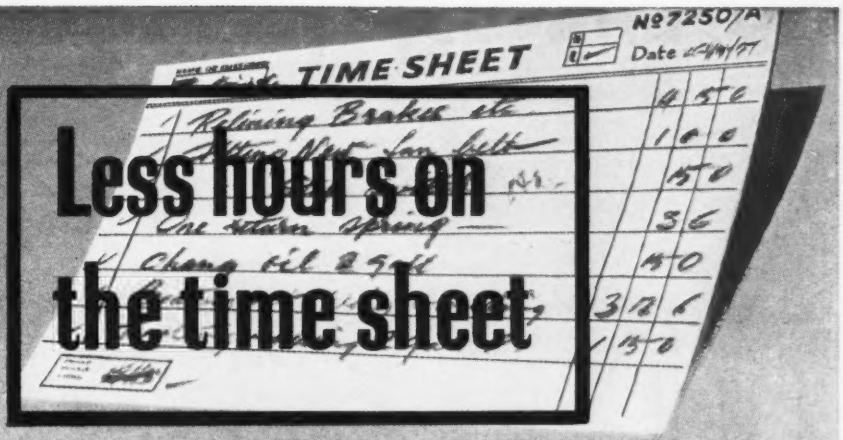
Factors' display of tools, plant and equipment produced by well-known manufacturers, as for example, V. L. Churchill, B.E.N., Epco, Triangle, and many others.

New.—Apkoway cable squaring tool, and rear light fitting tool, Nibblex jig saw, Easobal wheel balancer.

GARAGE EQUIPMENT DEMONSTRATIONS AT THE SHOW

Stand No.
456 A. R. O. Machinery, Ltd.
529 Automotive Parts and Accessories.
530 Avery-Hardoll, Ltd.
519 Barrus, E. P., Ltd.
495 Beck and Co. (Meters), Ltd.
480 B.E.N. Patents, Ltd.
498 Black and Decker, Ltd.
521 Bradbury, Joseph, and Sons, Ltd.
528 Bristol Pneumatic Tools, Ltd.
523 Brown Brothers, Ltd.
527 Buma Eng. Co., Ltd.
542 Cadisch, R., and Sons.
532 C.L. Equipments, Ltd.
463 Cuthbert Machine Tools, Ltd.
468 Delapena and Son, Ltd.
460 Elms Garage.
512 Epco, Ltd.
504 Firth Cleveland (Machine Tools), Ltd.
490 G.S.L. Products, Ltd.
531 Guyson Industrial Equipment, Ltd.
499 Hartridge, Leslie, Ltd.
526 Harvey Frost and Co., Ltd.
465 Haslam and Stretton (E. and M.U.), Ltd.
492 Headland, T. P., Ltd.
487 Jenks Bros., Ltd.
518 Kerry's (Great Britain), Ltd.
458 Lamson Paragon Supply Co., Ltd.

Stand No.
505 Le Couteur, E., Ltd.
472 Lister Equipment, Ltd.
532A Manifoldia, Ltd.
503 Mann, Egerton and Co., Ltd.
538 Marsham Tyre Co., Ltd.
467 McFadden and Barron, Ltd.
489 Meldrum, T., Ltd.
534 Merlin Eng. Co., Ltd.
543 Moore, E., and Son, Ltd.
482 Morris, B. O., Ltd.
506 Newton Bros. (Cudworth), Ltd.
535 Partridge Wilson and Co., Ltd.
477 Pickavant, J. W., and Co., Ltd.
457 Ring Motors, Ltd.
484 Romac Industries, Ltd.
475 Runbaken Electrical Products.
524 Ryley, J. A., Ltd.
491 Service Electric Co., Ltd.
539 Stanwell Quality Tools, Ltd.
464 Stemco, Ltd.
537 Stevco, Ltd.
536 Stream-Line Filters, Ltd.
516 Tecalemit, Ltd.
474 Tipping, C. R., and Co., Ltd.
541 Triangle Products, Ltd.
466 Tyresoles, Ltd.
454 U.S. Autowash (London), Ltd.
513 Wakefield, C. C., and Co., Ltd.
544 Weaver Mfg. and Eng. Co., Ltd.



Skyhi Airdraulic Car Lifts mean LESS HOURS ON TIME SHEETS. They effect a considerable saving in Repairs and Maintenance costs because of their quickness in operation and ease of accessibility with comfort for the mechanic. They can also be used as turntables.

A unique feature is that CERTAIN SAFETY is guaranteed by the Automatic Oil Lock. This patented device makes it IMPOSSIBLE for a Skyhi Airdraulic Lift to descend until the oil lock lever on the lift is moved from the "locked" position.

Any one of the Airdraulic Models, Run-on, Run-over or Flush-floor type of 3, 5, 7 or 10 ton capacity will give you many years of safe, time-saving, reliable service.

Call and see us at the
MOTOR SHOW
STAND No. 514
Avenue R, First Floor

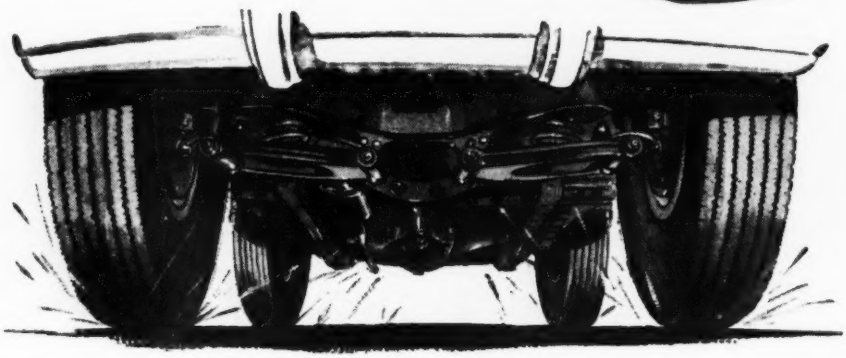
SKYHI

"Fitted with the Skyhi Patent Automatic Oil Lock"

AIRDRAULIC CAR LIFTS

SKYHI LIMITED
SKYHI WORKS - WORTON ROAD - ISLEWORTH - MIDDLESEX
Telegrams: SKYHIWORK, TWICKE, LONDON Telephone: POWERSCOURT 2112

NEW RUBBASEAL *advertising will boost your sales further*



More and more motorists will demand Rubbaseal as the result of a new intensive advertising scheme, commencing October.

It will familiarise the public with the name of RUBBASEAL. It will induce still more car owners to try this altogether better underbody protection with the highest rubber content and the greatest bonding power; the anti-corrosion protection that adds less weight to cars and costs less to apply.

Benefit to the full by the new advertising. Look to your stocks; write for literature and display material, and use these means of reminding your customers that *you* sell Rubbaseal.

OBTAINABLE FROM ALL GOOD WHOLESALERS AND FACTORS

The BEST underbody protection—

RUBBASEAL

MANUFACTURED BY DSP DUNLOP SPECIAL PRODUCTS LTD., FORT DUNLOP, ERDINGTON, BIRMINGHAM 24.

DSP/C/CA23

GARAGE EQUIPMENT

Sales Manager, **N. E. D. Stevens.** In attendance, **G. I. G. Stevens,** and others.

536 **STREAM-LINE FILTERS, LTD.,** Hele-Shaw Works, Ingate Place, London, S.W.8. Macaulay 1011; Edgefilt, Claproad, London.

Oil reconditioning filtration outfits for garages and workshops, together with car-engine filters.

Sales Manager, **A. Beale.** In attendance, **W. A. G. Auld, W. J. Esling, W. N. Williams.**

478. **SYKES, J. F. (ST. ANNES), LTD.,** Warwick Works, St. Leonards Road, St. Annes-on-Sea, Lancs. St. Annes 374; Tools, St. Annes.

Hercules pullers and general garage tools, e.g., Warwick panel-beating outfits, Ream-Rite reamers, K-D valve-spring lifters.

New.—Hercules heavy-duty push-pullers and bearing separators.

Sales Manager, **P. F. Sykes.** In attendance, **J. F. Sykes, F. C. Allen, F. Butterworth, R. S. Mowle.**

516. **TECALEMIT, LTD.,** Great West Road, Brentford, Middx. Ealing 6661; Tecalemit, Westphone, London.

Lubrication and maintenance equipment for garages and repair shops, such as lubricating batteries and batteritowers, compressors, car lifts and hoists, jacks, car washing outfits, oil dispensers, tyre inflators, gauges, and kindred exhibits.

New.—Hose, Tectruk mobile servicing unit, reel unit.

479. **THOMAS, BERTRAM, (ENGINEERS), LTD.,** Worsley Street, Hulme, Manchester, 15. Blackfriars 0905; Breaker, Manchester.

Tiltrack steel storage fittings, produced especially for garages and workshops, lockers, trucks, honeycomb type storage system adjustable shelving, bench and other racks.

455. **THOMPSON, RAYMOND F., (ENGINEERS), LTD.,** Harlow, Essex. Harlow 2057.

Press tools, jigs and fixtures for motor body panel production, including specimen body panels.

Managing Director, **R. F. Thompson.** In attendance, **J. Cottrell, A. Randall, T. Steele.**

517. **TIMSON BROS., (ENGLAND), LTD.,** Moor Street, Birmingham, 4. Midland 3301; Timson, Birmingham, 4.

Factors' extensive exhibit of proprietary tools, plant and general garage and repair-shop equipment, together with car fittings, parts and accessories.

New.—Burtonwood Hydrovane compressor, Dunlop spray outfit, M.E. meter and 30-cwt. jack crane, Roebuck piston ring compressor.

Sales Director, **A. E. Timson.** In attendance, **V. S. Timson, F. Armstrong, D. Hill, A. Kimble, H. Morris,** and others

474. **TIPPING, C. R., AND CO., LTD.,** Tipco Works, Lowfields Road, Leeds, 12. Leeds 30178; Tipco, Leeds, 12.

Tipco equipment, e.g., socket wrenches, hand tools, open-end, ring and combination spanners, screw starters, gear pullers, chisels, and Arcmor spark multiplier.

Sales Manager, **R. W. Watson.** In attendance, **B. V. Tipping, E. Bartle, G. E. Summersby, J. Walker.**

541. **TRIANGLE PRODUCTS, LTD.,** Blake Street, Hulme, Manchester, 15. Central 7062; Triprodux, Manchester.

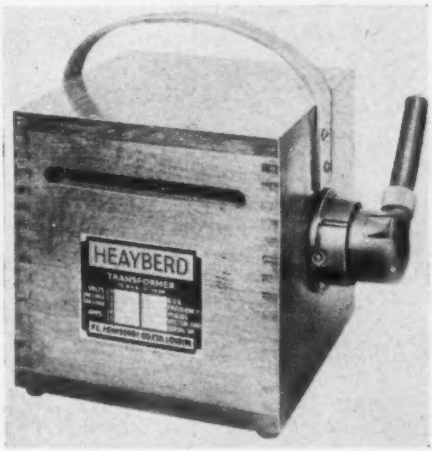
Triangle welding equipment and accessories, including power decarboniser.

New.—Power decarboniser.

Sales Manager, **C. S. Southgate.** In attendance, **A. S. Archer, D. C. Crews, E. R. Hartley, G. K. Mackintosh, F. S. Thompson.**

483. **TURNER, WM., (KISMET), LTD.,** 44, Eyre Lane, Sheffield, 1. Sheffield 20333; Compression Sheffield.

Kismet air-service fittings and equipment, such as manual and automatic compressors,



Heayberd low voltage transformer (Stand 471).

GARAGE EQUIPMENT

air controls, tyre inflators and gauges, washing and blow guns, and air line fittings.

Sales Manager, **H. B. Hadfield.**

466. **TYRESOLES, LTD.**, Palace of Engineering, Wembley, Middx. Wembley 1222; Tyresoles, Wembley.

Tyresoles tyre reconditioning process and equipment.

Sales Manager, **B. Lewis.** In attendance, **A. E. Bradley, D. Callister, P. Demery, A. J. Lott, K. Price,** and others.

454. **U.S. AUTOWASH (LONDON), LTD.**, 1, Wythburn Place, Great Cumberland Place, London, W.1. Paddington 1407.

Washmobile vehicle washing outfits in 8ft. and 10ft. sizes, adjustable spot-lamp carrier column, car badge-bars in seven designs.

New.—Car badge bars, spot-lamp carrier column.

Sales Manager, **S. C. Hayton.** In attendance, **C. V. Pearce.**

513. **WAKEFIELD, C. C., AND CO., LTD.**, 46, Grosvenor Street, London, W.1. Mayfair 9232; Cheery, Wesdo, London.

Lubrication service plant, such as high pressure batteries, compressors, portable lubricators, oil dispensers, lifts (including hydro-electric 4-post lift), car washers, grease guns, brake bleeders, and other portable and mobile servicing equipment.

New.—Hose reel and end meter equipment.

Sales Manager, **C. E. R. Millidge.**

486. **WARD, H. W., AND CO., LTD.**, Dale Road, Selly Oak, Birmingham, 29. Selly Oak 1131; Tudor, Birmingham.

Capstan and turret lathe toolholders, cutting tools, tool outfits, dieholders and allied accessories.

469. **WAYNE TANK AND PUMP CO., LTD.**, 42, Newlands Park, Sydenham, London, S.E.23. Sydenham 7055; Waynoil, Forest, London.

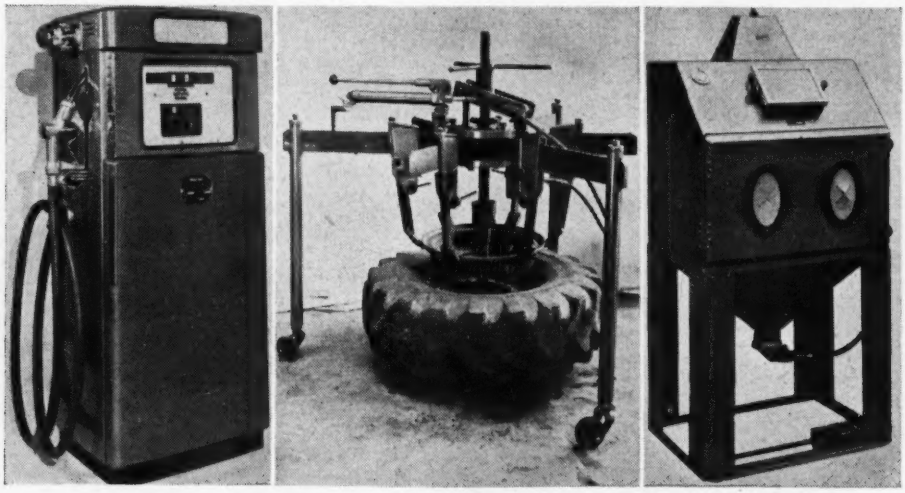
Wayne electric metering columns (computing and non-computing types), oil pumps, bulk flow-meters, model 603 centrifugal petroleum transfer pump, petrol-oil mixing unit.

544. **WEAVER MANUFACTURING AND ENGINEERING CO., LTD.**, Magna Works, Kathie Road, Bedford. Bedford 5311; Weaverquip, Bedford.

Cranes, lifts, presses, axle stands, wheel aligners, balancers, tyre tools, jacks, towing cradles, washers, drum pumps, oil changers, steam cleaners, lubrication equipment, and other specialised plant and tools.

New.—Ever-Ready h.p. steam jet cleaners, 3-way and Tru-Way alignment gauges, h.p. drum pump.

Sales Manager, **L. W. West.** In attendance, **A. F. Billett, T. H. Coxhead, H. Day, J. K. Drake, P. B. Heasman,** and others.



(Left) New Wayne Computor 1505 (Stand 469). (Centre) Hydraspeed model 600 giant tyre remover (Stand 519). (Right) Guyson shotblast cabinet model 400/15 (Stand 531).

A Personal Message . . .

May I look forward to seeing you at the Motor Show on the SHEEPBRIDGE STAND **No. 309,** Avenue L, First Floor, where I shall be pleased to discuss matters of mutual interest—

Pistons, Piston Rings, Cylinder Liners, Valves, etc?

SHEEPBRIDGE ENGINEERING LIMITED
CHESTERFIELD

GARAGE EQUIPMENT

500. WOLF ELECTRIC TOOLS, LTD., Pioneer Works, Hanger Lane, Ealing, London, W.5. Perivale 5631; Wolflede, Wesphone, London.

Wolf portable electric tools, such as valve tools, screwdrivers, grinders, drills, saws, sanders, polishers, hammers, nut-setters, and other kindred equipment.

New.—Heavy-duty valve refacer, belt-type sander, portable grinder, portable saw, grinder kit, type DG1, ASG3 grinder.

Home Sales Manager, **W. N. Scottorn.** In attendance, **C. J. Arnett, W. M. H. Buckett, R. W. Bragg, F. L. Gibson, R. A. Frear,** and others.

461. YORKSHIRE FACTORING CO., LTD., 79-80, Spring Gardens, Doncaster, Yorks. Doncaster 49441; Yorkeen, Doncaster.

Wholesale distributors' display of garage equipment, tools and plant, including also car parts, fittings and accessories.

General Manager, **F. Walters.** In attendance, **A. and H.E.C. Manton, W. Moss, T. Saxton, T. D. Shields, W. Pope.**

General Accessories

217. A.C. DELCO, Watling Street, Dunstable, Beds. Dunstable 1166; Sphinx, Dunstable.

A.C. products, including sparking plugs in all models, together with types 48, F9, F10, and 45XL, air cleaners and silencers, oil filters, fuel pumps, instruments and panels, also thermostats, radiator pressure caps, crank chamber ventilation valves, screenwipers, and other fittings.

228. AMAL, LTD., Holford Road, Witton, Birmingham 6. Birchfields 4571; Amalcarb, Phone, Birmingham.

Amal carburetters, fuel pumps, flame traps, calibrators, filters, flowmeters, cable controls, bonnet fasteners, ball and roller joints.

224. ANDRE (COMPONENTS), LTD., 38, Felsham Road, Putney, London, S.W.15. Putney 5751; Andrecomp, London.

Andre telescopic and Andre Hartford shock absorbers, shimmy dampers, and Andrex suspension dampers.

New.—Telescopic suspension dampers.

Sales Manager, **L. W. Harris.** In attendance, **L. H. Barnett, G. Houston, A. Lane.**

222. ARMSTRONG PATENTS CO., LTD., Eastgate, Beverley, Yorks. Beverley 410; Armstrong Patents, Beverley.

Lever and telescopic type shock absorbers, working models of i.f.s., R type lever absorbers.

Sales Manager, **E. C. Latter.** In attendance, **F. Blandford, A. Glover, D. A. Herrick.**

(Left) New Crompton battery (Stand 358). (Centre) E. R. Howard Shim wax and silicone remover (Stand 443). (Right) Ace Turbo-disc (Stand 261).

TRADE ONLY

A VALUABLE FREE GIFT

awaits you at Stand 449

when you place your order
(PRINCIPALS ONLY)

Be sure to see–

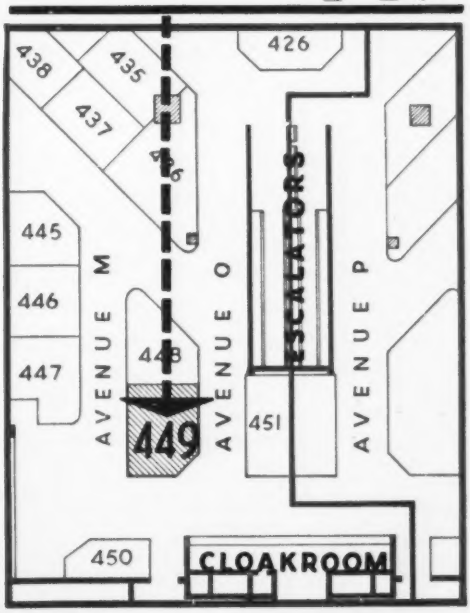
- The REDeX REFRESHER de Luxe Dispenser.
- The new REDeX Island Display Drum.
- PREMIER AGENCY Concession.

FILMS OF

6,500 Miles REDeX Australian Rally.

REDeX Trophy Race at Crystal Palace.

REDeX Conversion (Instructional).



REDeX

LODGE INTRODUCE A **Weatherpr**

WITH A BUILT-IN **TV Interfe**

This new Lodge Terminal Cover (M.90X) which fits any make of plug, does a DOUBLE job. Not only is it weatherproof and shockproof, not only does it improve starting and add life to the plug, but it prevents interference to television. Another type is the M.90 terminal cover which has all these advantages but is without the built-in suppressor. For customers requiring a cover that is absolutely 100% watertight under all conditions but where the suppressor is not necessary, there are the special all-rubber terminal covers R.90 and R.180—tested and proved under the most exacting circumstances of motor races, trials, scrambles, etc.

NOTE. Lodge terminal covers are being strongly advertised in the motoring and farming press from October.

IMPORTANT CHANGES to type reference numbers of Lodge Terminal Covers have been made as follows:

Type	M. 9	becomes	R. 90	(RUBBER TYPE)	
,,	M. 10	,,	R. 180	,,	,,
,,	M. 11	,,	M. 90	(PLASTIC TYPE)	
,,	M. 14	,,	M. 90X	,,	,,

LODGE

TERMINAL COVERS

FIT ANY MAKE OF PLUG

MOTOR
STAND

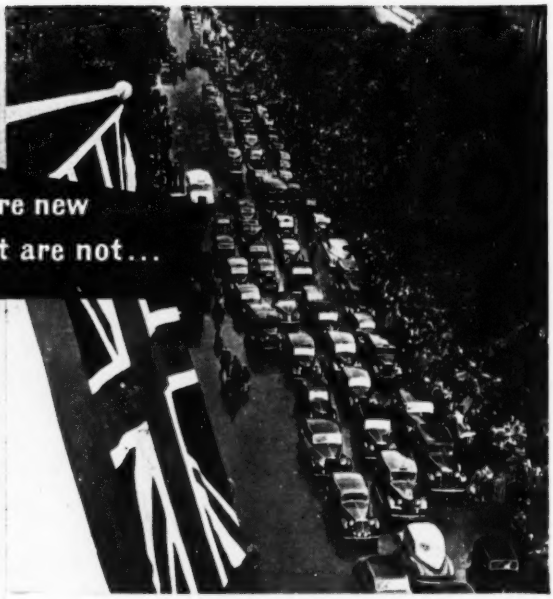
LODGE PLUGS LI

·oof Terminal Cover

rence Suppressor

SHOW
) 243

MITED, RUGBY



On cars that are new
and cars that are not...

FERODO

Anti-Fade Brake Linings give greater driving control

Buying a car at the Motor Show? Or hoping the old bus will stand the pace for another year? Whatever you decide, remember—for safer, more confident motoring you must have brake linings you can trust all the time. Top racing drivers choose Ferodo brake linings, the best in the world; and manufacturers know that linings which stand up to the fierce braking of International Racing, will give the long, smooth service that makes everyday motoring really safe. That's why most of the cars, British and foreign, at the Motor Show are fitted with Ferodo.

Ferodo Anti-Fade Brake Linings are reliable under *all* conditions because they are as tough and long-lasting as science can make them.

More and more motorists are insisting on Ferodo when their brakes need re-lining.

Motor Show Stand No. 296

The choice of Manufacturer & Expert

FERODO

***ANTI-FADE* BRAKE LININGS**

FERODO LIMITED · CHAPEL-EN-LE-FRITH

A Member of the Turner & Newall Organisation

GENERAL ACCESSORIES

391. **BARNACLE, LTD.**, Barnacle Works, Bencham Lane, West Croydon, Surrey. Thornton Heath 1924; Barnacle, Croydon.

Barnacle licence holders, mirrors, lamps, visors, and other kindred accessories.

New.—Sunmaster visor, wing and exterior mirrors.

In attendance, **H. M. G. Girvan, W. W. Manley, B. Morris, E. W. Puckert, Mrs. G. M. F. Puckert.**

287. **BENDIX, LTD.**, King's Road, Tyseley, Birmingham, 11. Acocks Green 2831; Wonder, Birmingham.

Bendix replacement brake shoes, brake kit sets, hand brake control system.

322. **BENNETT, WALT. (SPARE PARTS), LTD.**, Bradnor Road, Wythenshawe, Manchester. Wythenshawe 2225; Spares, Manchester.

Accessories and fittings, e.g., clutch plates, steering gear, axle shafts, shackle bolts, ignition components, silencers, repetition parts and the like.

Sales Manager, **W. R. Bramley.** In attendance, **W. A.** and **Miss Bennett, P. Hamilton, V. Jennison, E. Plant,** and others.

244. **BENTON AND STONE, LTD.**, Aston Brook Street, Birmingham, 6. Aston Cross 1905; Enots, Birmingham.

General lubrication components and fittings, together with 1½-ton hydraulic jack.

Sales Manager, **N. P. Watts.** In attendance, **H. S. Smith, L. A. Ashby, R. Bate, M. Barker, T. Brace,** and others.

2. **BIRKETT, T. M., AND SONS, LTD.**, Thomas Street, Hanley, Stoke-on-Trent. Stoke-on-Trent 2184; Birkett, Hanley.

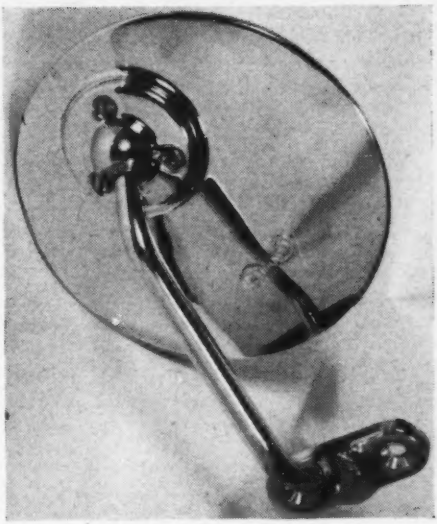
Non-ferrous castings, chill-cast rods and tubes, bushes and bearings, steam valves and fittings, marine propellers.

Sales Manager, **D. W. Wright.** In attendance, **H. Butcher, K. Quayle, W. G. Wilkin.**

253. **BLUEMEL BROS., LTD.**, Wolston, near Coventry. Wolston 244; Bluemel, Wolston.

Bluemel car number plates, prismatic reflectors, gear lever knobs, hand torches, insect deflectors, steering wheels in various models, trailer and other plates, speed-limit discs, and other like exhibits.

New.—Satin-Silver digits, and Micro-Lens reflective equipment.



Barnacle exterior mirror (Stand 391).

Sales Director, **E. J. Scott.** In attendance, **L. H. Jones, W. J. Wallington, E. Widdowson.**

221. **BOWDEN (ENGINEERS), LTD.**, Victoria Road, Willesden, London, N.W.10. Elgar 4805; Bowirelim, Norphone, London.

Bowdenite and Bowdenex flexible controls, levers, fittings, brake cables, high- and low-pressure hose units, and the like.

New.—Hose units, swaged end-fittings for cable assemblies.

Sales Manager, **P. G. Cladish.** In attendance, **E. Daniels, G. A. Hunt, P. J. Langdon, W. M. Rowledge, E. Sanders, H. U. Smytheman.**

258. **BRITISH JAEGER INSTRUMENTS, LTD.**, Cricklewood Works, London, N.W.2. Gladstone 3333; Jaegometer, Telex, London.

Car accessories, instruments and fittings, e.g., speedometers, clocks, revolution indicators, gauges, thermometers, and the like.

Sales Manager, **R. Neville.** In attendance, **R. S. Bagust, T. H. Baxter, J. N.** and **W. G. Bennett, E. G. Elliott, J. H. Fall,** and others.

57. **BRITISH SCHOOL OF MOTORING, LTD.**, 21, Harrington Road, London, S.W.7.

B.S.M. braking reaction tester, disabled drivers' equipment.

GENERAL ACCESSORIES

270. BROADFIELDS GARAGE AND ENGINEERING CO., LTD., Standard House, Cockfosters, Herts. Barnet 7301; Broadfield, Barnet.

Imperial car-seat covers, radiator blinds, car polishes and allied specialities.

254. BROWN BROTHERS, LTD., Browns Buildings, Great Eastern Street, London, E.C.2. Bishopsgate 7654; Imbrowned, Phone, London.

General proprietary accessories and components, including Oddie Fast nuts, A.C., Champion, Lodge, Lucas and Smiths products, Duco batteries, lamps, mirrors, tyre pumps, gauges, body finishes, brake linings, pistons and many other allied products.

Sales Manager, **E. G. Spearing.** In attendance, representatives from all branches.

377. BUTLERS, LTD., Atlantic Works, Grange Road, Small Heath, Birmingham, 10. Victoria 2164; Vanquisher, Birmingham.

Atlantic accessories, including, e.g., lamps, lights, searchlights, marine lamps, brackets, switches, ammeters, and so forth.

New.—Saucer pass, spot and fog lamps, twin-bulb rear lights.

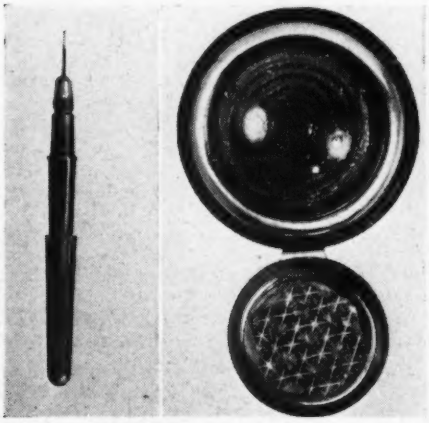
Sales Manager, **P. R. Allen.** In attendance, **G. J. Norman, H. F. Stephenson, G. A. Wright.**

75. CAXTON NAME PLATE MANUFACTURING CO., LTD., 110, Kew Green, Richmond, Surrey. Richmond 0041; Supermen, Richmond, Surrey.

Caxton licence holders, name-plates, badges, ignition key labels, and the like.

New.—Suction-type licence holders.

Sales Manager, **V. Peck.** In attendance, **P. J. Underwood.**



Redex Lubristyl pocket oilpen (Stand 449). Desmo combined rear light and reflector (Stand 262).

441. CHAMPION SPARKING PLUG CO., LTD., Feltham, Middx. Hounslow 4494; Champlug, Phone, Hounslow.

Champion sparking plugs, plug covers, cleaners, testers and gap tools.

New.—Type XL10, XN8B, XJ8 and X7 plugs with built-in resisters, waterproof covers.

Sales Manager, **G. P. Baldwin.**

332. CLARK, ROBERT INGHAM, AND CO., 127-131, Regent Street, London, W.1. Regent 0831; Pearline, Phone, London.

Britannia and Polylux primers, surfacers and enamels.

Sales Manager, **G. S. Richards.**

321. CLARK, WILLIAM (SPARE PARTS), LTD., 438, Harrow Road, London, W.9. Cunningham 6116; Supplipart, Maida, London.

Components, accessories and tools, such as oil and fuel tubing, petrol pump parts, speedometer cables, replacement fittings, lamps, mirrors, and the like.

New.—Speedo cable squaring tool, brake spring assortments, silencers.

Sales Manager, **J. A. Fenton.** In attendance, **W. Clark, R. S. Boyce, B. A. Hargreaves, L. J. Hurst, T. Carpenter,** and others.

90. COLE, E. K., LTD., Ekco Works, Southend-on-Sea, Essex. Southend 49491; Ekco, Southend-on-Sea.

Ekco car radio sets, in various models, together with aerials and equipment.

New.—Model CR152/F set.

Radio Sales Manager, **C. L. Caiger.** In attendance, **F. Ashley, R. Atkinson, J. E. E. Edwards, J. A. Lee, L. F. Matthews,** and others.

261. CORNERCROFT, LTD., Ace Works, Coventry. Coventry 64123; Discs, Coventry.

Special accessories, including Rimbellisher wheel trims, Ace Turbo-disc louvred wheel disc, car number plates in various models.

New.—Registrator illuminated rear number plates.

Sales Manager, **A. E. Haughton.**

262. DESMO, LTD., Scholefield Street, Birmingham, 7. Aston Cross 2831; Desmo, Birmingham, 7.

GENERAL ACCESSORIES

General car accessories and fittings, such as lamps, mirrors, picnic chairs, fire extinguishers, heaters, horns, visors, licence-holders and mascots.

New.—Folding chair, reflectors, roof and tail lamps, badge bar.

Sales Manager, **L. Trigg.** In attendance, **J. Duck, L. E. Hanley, H. Massie, A. Potts, C. G. Sharp, H. Shepherd.**

219. **DOVER, LTD.**, St. James's Park Road, Northampton. Northampton 4665; Patents, Northampton.

Rigid and spring-spoked steering wheels, car-body and boat fittings, handles, knobs, levers, and repair labels, L-plates, and so on.

New.—2-arm steering wheels and motor boat steering wheels.

In attendance, **B. R. Dickens, B. Jackson, E. Knight.**

434. **EVERSURE ACCESSORIES, LTD.**, Kingston Road, Small Heath, Birmingham, 9. Victoria 2287.

Accessories and fittings, such as lamps, mirrors, roof racks, lights, and hydraulic jacks.

New.—Stop, tail and reversing lights and reflectors; telescopic roof-rack.

Sales Manager, **R. Kerr.** In attendance, **D. J. V. Venner, A. Allen, T. J. Duffy, J. Strachan.**

406. **FEENY AND JOHNSON, LTD.**, 134-136, Ealing Road, Wembley, Middx. Wembley 4801; Feejohn, Wembley.

Rubber power units and control valves for cars, caravans and trailers, vacuum brake exhausters, disabled drivers' hand controls, and the like.

New.—C-type detachable couplings.

Sales Manager, **G. Clifton.**

335. **GLOBE AND SIMPSON, LTD.**, 184-196, West Street, Sheffield, 1. Sheffield 20355.

Factoring exhibit of branded accessories, fittings and components.

444. **GORDON TOOLS, LTD.**, Assam Works, Rockingham Street, Sheffield, 1. Sheffield 27386.

Panel beating tools, motorists' tool kits, spanners and socket sets, tractor tool kits wrenches, screwdrivers, pliers, and so forth.

New.—Ignition tool kit.

Director, **T. G. Wilson.** In attendance, **C. Came, G. Crawshaw.**

384. **GUITERMAN, S., AND CO., LTD.**, 210, Acton Lane, London, N.W.10. Elgar 4833.

Car lighting equipment, battery charging and servicing plant, electric soldering irons, spare parts and garage tools.

New.—Knurling tool, pliers, Coco windshield deflector, garage creepers, flashing indicator lights.

Sales Manager, **R. C. Jones.** In attendance, **A. Brittain, M. C. Pope, K. Sutton.**

440. **HILLS (PATENTS) LTD.**, Hills House, Chenies Mews, Pancras Street, London, W.C.1. Euston 5060; Umakemquick, London.

Number plates in various models, showroom and garage signs, plate making tools.

New.—A52 Hilpress, superspeed jig, Flexwyte digits.

Sales Manager, **C. S. Smith.** In attendance, **L. Beasley, E. D. Bowman, B. Boland, E. G. Lawson,** and others.

310. **HERTFORDSHIRE RUBBER CO., LTD.**, Works Road, Letchworth, Herts. Letchworth 1110/3; Rubber, Letchworth.

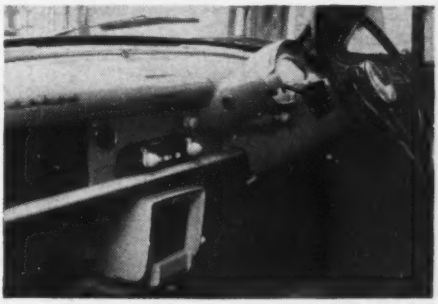
Various rubber products including sheets, strips, jointings, gaskets, hoses, bushes and the like.

Sales Manager, **L. Pap.** In attendance, **S. Wood, G. L. Rapier, J. Lates, S. Lates, J. Cruse, D. Evans.**

361. **HOLT, DOUGLAS (Est. 1919), LTD.**, 5-6, Eagle Street, Holborn, London, W.C.1. Holborn 4891; Autopro, Holb, London.

Radiator and cylinder repairing compounds, gasket cement, oil additives, waxes, cleaners, polishers, grinding paste, graphited penetrating oil, metal polish, plastic metal, and other specialities.

443. **HOWARD, E. R., LTD.**, 3-in-One Works, Stowmarket, Suffolk. Stowmarket 543.



K-L Monitor heater fitted in a Ford Zephyr (Stand 404).

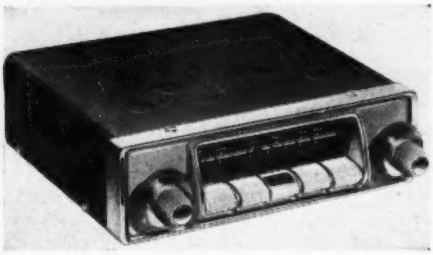
GENERAL ACCESSORIES

Autobrite silicone process car body polish, Shim car shampoo, 3-in-One oil and grease.

256. **KERRY'S (GREAT BRITAIN), LTD.**, Warton Road, Stratford, London, E.15. Maryland 6611; Akerene, Easphone, London.

Extensive factoring display of accessories, fittings and components by leading manufacturers, such as A.C., Bluemel, Ferodo, Lodge, Lucas, Smiths, Desmo, Payen, and Trico.

Sales Manager, **C. W. E. Kerr.**



The new model 4260 Radiomobile (Stand 350).

404. **KEY-LEATHER CO. LTD.**, 5, Urswick Road, London, E.9. Amherst 5202; Keytex, Hack, London.

Car heaters, air heaters, demisters, defrosters, air-ducts, air and rain deflectors, and other like car accessories, including radiator blinds and water gauges.

New.—Quick-release clip for deflector.

257. **K.L.G. SPARKING PLUGS, LTD.**, Putney Vale, London, S.W.15. Putney Vale 8111; Kaelgee, Wesphone, London.

K.L.G. sparking plugs in various sizes and models, special types, including racing and waterproof plugs, built-in suppressors, and the like.

Sales Director, **S. E. Burlington.** In attendance, **R. S. Bagust, T. H. Baxter, S. S. Gunnell, F. Harland, L. J. Milson,** and others.

243. **LODGE PLUGS, LTD.**, St. Peter's Road, Rugby. Rugby 2076; Lodge, Rugby.

Lodge sparking plugs, in all standard types, for British, European and American engines, platinum-pointed plugs in 10, 14 and 18 mm. sizes, weather and shock-proof terminal covers, Sintox insulated racing plugs, M14 terminal cover embodying radio and television resister.

Sales Manager, **B. D. Bacon.** In attendance, **H. L. Currall, W. H. Farbrother, E. M. Long.**

271. **LONDON BANKSIDE PRODUCTS, LTD.**, 320, Rayners Lane, Pinner, Middx. Field End 8068.

Rear lamps, stop and tail lights, flashing indicator lamps, and low-voltage switches.

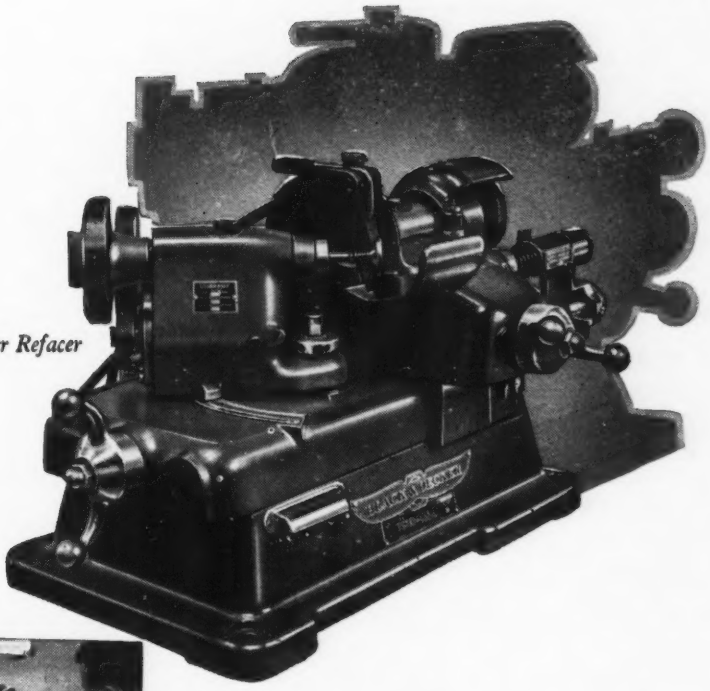
In attendance, **E. A. Cunningham, H. Pearson.**

251. **LUCAS, JOSEPH, LTD.**, Great King Street, Birmingham, 19. Northern 5252; Lucas, Telex, Birmingham.

Headlamps and other lights, horns, mirrors, windscreen wipers, dynamos, coils, magnetos, hand tools, and other like exhibits, including electrical car equipment and fittings.

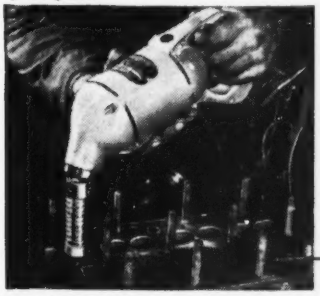
DEMONSTRATIONS IN THE ACCESSORIES SECTION AT THE SHOW

Stand No.	
224	Andre (Components), Ltd.
7	Belling and Lee, Ltd.
254	Brown Brothers, Ltd.
377	Butlers, Ltd.
367	Cary, Wm. E., Ltd.
249	C.A.V., Ltd.
321	Clark, Wm., (Spare Parts), Ltd.
277	Cords Piston Ring Co., Ltd.
261	Cornercroft, Ltd.
260	Duckham, A., and Co., Ltd.
14	Ellis, B. J., Ltd.
289	Girling, Ltd.
225	Glacier Metal Co., Ltd.
440	Hills (Patents), Ltd.
3	Hobbs Transmission, Ltd.
385	Jenolite, Ltd.
215	John Bull Rubber Co., Ltd.
353	Joy, E., and Sons, Ltd.
305	Lace Web Spring Co., Ltd.
360	Lake and Elliot, Ltd.
266	Laycock Eng. Co., Ltd.
250	Lucas, Joseph, Ltd.
255	Maglen, A. P., Ltd.
420	Marchal Distributors, Ltd.
294	Metalastik, Ltd.
433	Neale, J., and Sons, Ltd.
366	Notek Electric Co., Ltd.
247	Renold and Coventry Chain Co., Ltd.
223	Romac Industries, Ltd.
424	Scintilla, Ltd.
438	Tewel Industries, Ltd.
303	Trico-Folberth, Ltd.
344	Triplex Safety Glass Co., Ltd.
442	Welfit Mfg. Co., Ltd.
422	Wilcot (Parent), Co., Ltd.
231	Zenith Carburetter Co., Ltd.



Valve Master Refacer

***The B&D Valve Shop** incorporates the Valve Master Refacer, the Vibro-Centric kit and the Carbon Removing kit in a transportable cabinet.* ***The 55° Vibro-Centric** Valve Seat Grinder used for working in confined spaces.*



OF COURSE YOU KNOW...

. . . that badly matched or pitted valves destroy the smooth running of an engine . . . reduce power . . . increase petrol consumption—but DO YOU KNOW that the quickest, easiest and best way of righting all valve faults is with B&D equipment. The Valve Master Refacer refaces a set of valves to any angle with mirror-smooth finish in a matter of minutes and with an attachment grinds tappets, rocker arms and Ford Valve Stems! Its sister tool the 'Vibro Centric' valve seat grinder ensures a perfect match between valve and seat every time!

See the complete range on **Stand No. 498**

Black & Decker

PORTABLE ELECTRIC TOOLS

Write for catalogue. Demonstration of any tool on request.

BLACK & DECKER LTD • HARMONDSWORTH • MIDDLESEX

TOWSON, USA • TORONTO, CANADA · SYDNEY, AUSTRALIA · MEXICO, D.F · SAO PAULO, BRASIL

Smee's 4/53

This is it!

The Gilbarco Pre-Set Pump

THE FIRST

electric pre-set petrol pump to cater for today's conditions of sale which you, the service station owner, have to meet.

THE FIRST

pre-set pump capable of serving your large commercial customers Delivers up to 99½ gallons and shows the full quantity on the dial face.

The Million Gallon Pump

THE FIRST

pre-set pump capable of pre-setting in half gallons and multiples of half gallons, thus taking care of the ever increasing number of auto-cycles, etc.

The new Gilbarco Pre-set Pump meets in every respect and **at no additional cost** *the Limit Device requirements of Local Authorities throughout the country.*

Gilbarco

PRE-SET PUMP

* *See this new Gilbarco Pre-set in operation and the already famous Gilbarco Calco-meter and Clock-type models at the Motor Show, Earls Court, London, October 21st - 31st.*

Stand 464, Avenue 'U', 1st Floor

Never before has a Pre-set pump combined so many distinct advantages with such brilliant styling and such downright dependability. It will help to increase your turnover, will still further enhance your reputation for fast, efficient service.

STEMCO LIMITED

EQUIPMENT DIVISION: 740 HIGH ROAD, TOTTENHAM, N.17

HEAD OFFICE: 128-132 ALBERT STREET, CAMDEN TOWN, N.W.1

GENERAL ACCESSORIES

314. LUCAS, JOSEPH (SALES AND SERVICE) LTD., Great Hampton Street, Birmingham, 18. Central 5050; Lucas, Telex, Birmingham.

Lucas electrical spares and replacement service, factory exchange system.

449. MYERS, WAYNE V., CO., LTD., 363-365, Chiswick High Road, London, W.4. Chiswick 6844; Redexadd, Chisk, London.

Redex engine testing and dispensing outfits, lubrocharger and robot tuner, compression gauges, spray guns, and the like.

New.—Lubristyl oil pen, combination 5-gall. drum and display unit.

Sales Manager, **W. J. Holloway.** In attendance, **A. Brookes, J. Knight, L. Marshall, S. J. Lacey,** and others.

433. NEALE, JAMES, AND SONS, LTD., 68, Graham Street, Birmingham, 1. Central 1533; Neale, Birmingham.

Raydyot rear illuminating sets, roof lamps, visors, mirrors, licence holders, electric and oil heaters, lamps and lights, air cushions, and so forth.

New.—No. 54 rear illumination set.

Sales Manager, **M. R. Neale.** In attendance, **L. P. Allsop, E. G. Daley, E. T. Watson, R. Watson.**

366. NOTEK ELECTRIC CO., LTD., 23, London Road, Bromley, Kent. Ravensbourne 0021; Noteklight, Bromley.

Notek fog, driving, reversing, and pass lamps, rear reflectors, switches, Plastilite magnetic inspection lamp, bubble lamps, and the like.

New.—Farlite and Nearlite auxiliary car lamps.

Sales Manager, **C. A. Rothon.** In attendance, **H. Balmforth, R. Hinds, R. T. Smith,** and others.

331. NUWAY MANUFACTURING CO., LTD., Coalport, Salop. Ironbridge 2132; Nuway, Coalport.

Nuway rubber-fibre link mats for cars, caravans and boats; tailored car mats, matting and like specialities.

In attendance, **J. T. M. Brook, E. P. Lovell, H. Potts, E. Twyman, L. C. Wallett.**

417. PAPELIAN, R. M., LTD., Edgware Road, Cricklewood, London, N.W.2. Gladstone 4255; Papelian, Norphone, London.

R.M.P. replacement parts, Perfect Circle piston rings and tools, Autopulse fuel pumps, New Products automatic gear and clutch, Thompson engine and chassis fittings, and the like.

Sales Manager, **N. Brown.**

432. PARR EQUIPMENT CO., LTD., 20, Avonmore Road, Kensington, London, W.14. Fulham 4211; Parequipco, Hammer, London.

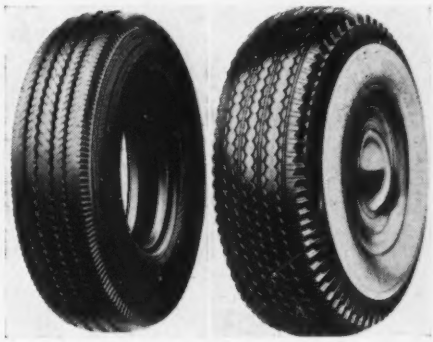
Portarack telescopic roof luggage racks, Parr self-locking nuts, and accessories.

New.—Portagrid luggage carrier.

In attendance, **A. Baldwin, (Mrs.) I. E. Saunders.**

220. PARSONS CHAIN CO., LTD., Worcester Road, Stourport - on - Severn, Worcs. Stourport 240; Chainwork, Stourport.

Parsons non-skid tyre chains, tyre grips, slings, and tow ropes, B.W.P. brake and control cables, variable-level oil intakes, clutch cables, and slings.



Michelin 'X' tyre (Stand 210). India Super white sidewall tyre (Stand 205).

313. PEREI, L. E., AUTO DEVICES, LTD., Hanworth Road, Sunbury-on-Thames, Middx. Sunbury 3205.

Lamps and lights, ignition components, switches, pump connectors, car accessories and replacement parts.

New.—Fuel pump diaphragms.

Sales Manager, **L. E. Perei.** In attendance, **M. D. Donati, D. Redpath, A. A. Roberts.**

291. PYRENE CO., LTD., Great West Road, Brentford, Middx. Victoria 3401; Pyrene, London.

Pyrene fire extinguishers in various types and models, car bumpers, metal-finishing processes.

GENERAL ACCESSORIES

Remax rear lamp display card (Stand 394).

394. **REMAX, LTD.**, 3-7, Alfred Place, Tottenham Court Road, London, W.C.1. Museum 6512; Remaxity, Westcent, London.

Electrical and mechanical fittings, parts and components, e.g., coils, condensers, lamps, fuel pump outfits, radiator and petrol hose, gears, axle shafts, bushes and springs.

402. **RIVAL LAMPS, LTD.**, Hamm Moor Lane, Weybridge, Surrey. Weybridge 3226; Rivallite, Weybridge.

Lamp bulbs, with clear and cadmium glass, for cars, boats, caravans, and so on.

223. **ROMAC INDUSTRIES, LTD.**, Romac Works, The Hyde, Hendon, London, N.W.9. Colindale 6055; Strength, Hyde, London.

Electric cable sets, vulcanisers, tyre repair equipment, fan belts, controls, polishes, lacquers, licence holders, anti-freeze compound, and many other accessories.

New.—Cure-C-Cure outfit and repair materials.

Sales Manager, **M. Hammerson.** In attendance, **P. Blake, A. J. Lewis, H. O. Masheder, A. Meller, J. Milner,** and others.

351. **SCHRADER'S, A., SON**, 829, Tyburn Road, Erdington, Birmingham, 24. Erdington 2267.

Schrader tyre valves and testing outfits, vulcanisers, blowguns, tyre-servicing equipment, airline fittings, and the like.

424. **SCINTILLA, LTD.**, 20, Carlisle Road, The Hyde, Hendon, London, N.W.9. Colindale 8844; Scintimag, Hyde, London.

Scintilla magnetos, dynamos, starters, switchboards, lamps, direction indicators, fuel injection equipment, tyre inflators, portable electric tools, and accessories.

Sales Manager, **S. L. Bagnall.** In attendance, **F. Barrington, L. W. Clarke, R. Reber.**

307. **SIMMONDS AEROCESSORIES, LTD.**, Treforest, Pontypridd, Glam. Treforest 2211; Aerocessim, Pontypridd.

Fram oil, petrol and water filters, self-locking and other nuts.

Sales Manager, **R. W. Storey.**

248. **SMITHS MOTOR ACCESSORIES, LTD.**, Cricklewood Works, Edgware Road, Cricklewood, London, N.W.2. Gladstone 3333; Speedofac, Telex, London.

Instrument panels, car heaters, batteries, clocks, Petro-Flex flexible petrol and oil pipes, anti-freeze compound, and the like.

New.—Temperature and pressure indicators, instrument "black-lighting."

Sales Director, **S. E. Burlington.** In attendance, Sales Manager **J. H. Hall, R. S. Bagust, T. H. Baxter, J. N. Bennett, W. Coulson,** and others.

350. **SMITH, S., AND SONS (RADIO-MOBILE), LTD.**, Goodwood Works, North Circular Road, London, N.W.2. Gladstone 7101; Mobilerad, Norphone, London.

His Master's Voice car radio sets, for 6 and 12 volt circuits, aerials, and accessories.

New.—Model 4260.

Sales Manager, **T. Milne.** In attendance, **E. Bostock, P. J. Browning, W. E. Dickinson, A. Hibbert, B. J. Ledeux,** and others.

334. **SMITHS JACKING SYSTEMS, LTD.**, Jackall Works, Edgware Road, London, N.W.2. Gladstone 6671; Toggle, Crickle, London.

Smiths electro-hydraulic hood-moving equipment, built-in 4-wheel hydraulic car jacking system, portable jacks.

In attendance, **H. Smith, S. J. Pickard.**

370. **STEINER, E., LTD.**, 86, Snow Hill, Birmingham, 4. Central 8101; Dingdong, Birmingham.

Brivec replacement parts, such as axle shafts, brake cables, clutch components, crown wheels and pinions, petrol and oil pipes, fuel pumps, wheel hub-caps, studs and nuts.

15. **SULLAM, S. D., LTD.**, 100, Wardour

Introducing the new "Sho-pak" carton of 12 NEW TINS, which with a "flick of the fingers" forms instantly its own point-of-sale Display and increases your sales

AUTOMATICALLY

SEE IT AT THE MOTOR SHOW—STAND 14

★ ***SHOW it — To SELL it!*** ★

GENERAL ACCESSORIES

Street, London, W.1. Chancery 8081; Sullam, London.

Electrical and other accessories of Italian manufacture, such as Elios timing chains, Livia engine valves, Samsull bulbs and fuses.

Sales Manager, **E. Bonsor**. Also in attendance, **D. and S. D. Sullam**.

411. **TECALEMIT, LTD.**, Great West Road, Brentford, Middx. Ealing 6661; Tecalemit, Wesphone, London.

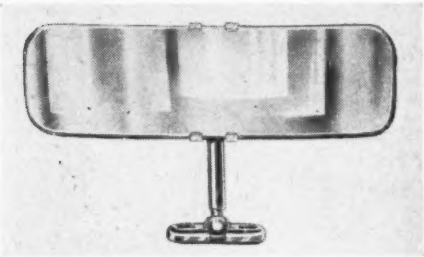
Lubricating guns, oil and fuel filters, flexible tubing, and other kindred accessories.

Home Sales Manager, **R. F. Brooker**.

419. **TERRY, HERBERT, AND SONS, LTD.**, Novelty Works, Redditch, Worcs. Redditch 61; Springs, Redditch.

Garage-type Anglepoise lamps, general light wire and spring work, pins, washers, flexible shaft equipment, clips, valve-compressors, greasers, speedo. drives, brake cables, and other numerous like exhibits.

Sales Manager, **J. A. Darby**. In attendance, **D. E. Terry, A. R. Ball, J. Firkins, R. T. Ireson, J. R. Simmons**.



Wingard Panoramic mirror (Stand 387).

438. **TEWEL INDUSTRIES, LTD.**, Cotton Hall Street, Darwen, Lancs. Darwen 1000; Tewel, Darwen.

Small tools, body fittings, spare parts, electrical components, moulded hose connections, rust preventive preparations, piston-ring compressors.

New.—Automobile tools.

299. **THOMSON AND BROWN BROTHERS, LTD.**, 126, George Street, Edinburgh, 2. Central 5533; Accelerate, Edinburgh.

Accessories, components and supplies by leading producers, e.g., Belco and Dulux body finishes, batteries, gaskets, brake fittings, bolts, nuts, gaskets, tyre inflators, polishes, car seat-covers, and many other products.

303. **TRICO-FOLBERTH, LTD.**, Great West Road, Brentford, Middx. Ealing 2672; Tricowipa, Brentford.

Car accessories and fittings, e.g., screen wipers and washers, horns, direction indicators, driving mirrors, fans, switches, and other allied products.

New.—Blade and arm kits.

Sales Manager, **S. B. Whiteley**. Also in attendance, **J. A. Clark, R. M. Van Dyck**.

288. **TUDOR ACCESSORIES, LTD.**, Beaconsfield Road, Hayes, Middx. Hayes 0441.

Fittings and accessories, such as licence holders, mirrors, visors, petrol locking caps, heaters, badges, reflectors, and the like.

400. **UNIVERSAL BALL BEARING REPAIR AND MFG. CO.**, 111-115, Hammersmith Grove, London, W.6. Riverside 3262.

Ball and roller bearings, including also factors' display of proprietary accessories, fittings, components and tools.

Service Manager, **H. J. Fisher**. In attendance, **G. C.** and **H. R. Hickman, F. Hammond, G. Sweeting**, and others.

446. **WAYTE-SMITH AND CO., LTD.**, 76, Clapham High Street, London, S.W.4. Macaulay 5611; Telesmog, Clapcom, London.

Smog anti-mist cloth, Topcyl upper-cylinder lubricant.

Sales Manager, **J. E. Lumsden**. In attendance, **D. G. Wayte-Smith, V. Hawkes, (Miss) R. Vernon, (Miss) M. L. O'Connell**.

437. **WHITELEY (RISHWORTH), LTD.**, Slitheroe Works, Rishworth, near Halifax. Ripponden 3145; Components, Ripponden.

Replacement parts and fittings, e.g., shackle and kingpins, bushes, tie-rod ends, drag links, universal couplings, crown wheels and pinions, repair kits, and the like.

In attendance, **S. O. Whiteley, W. A. Barlow, J. W. Hancock, J. E. Widdop, J. F. Wood**.

293. **WICO-PACY SALES CORP., LTD.**, Denbigh Road, Bletchley, Bucks; Bletchley 320; Wicomagsco, Bletchley.

Wipac and Pacy sparking plugs, s.p. and d.p. heater plugs, horizontal, vertical and flywheel type magnetos, oil cleaners, petrol filters, flexible fuel-line connectors, horns, lamps, and the like.

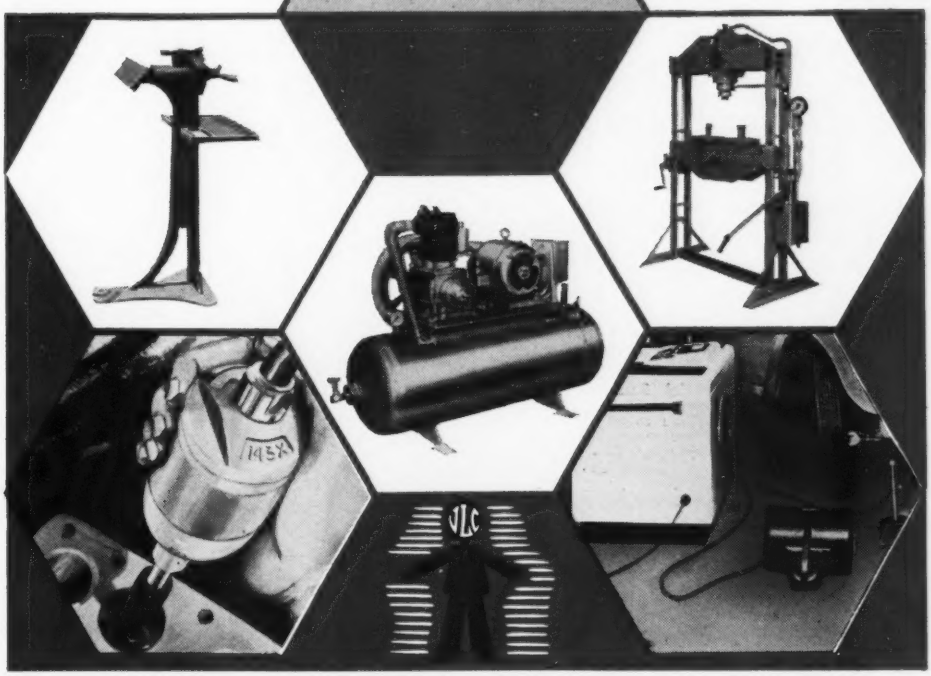
CHURCHILL

Essential to hives of industry'

TRANSPORT SERVICE EQUIPMENT

Is YOUR service station a 'hive of industry'; a place where a keen and willing team is hard put to it to cope with an ever-increasing inflow of work? It is under such conditions that the practical and robust features of Churchill tools reveal their sterling worth.

These are but a few examples from our comprehensive range.



V·L·CHURCHILL & CO. LTD.

WALNUT TREE WALK, LAMBETH NORTH, LONDON, S.E.11

You START with many EXTRAS in hand

"PR"

POROUS RUBBER SEPARATORS

CLEAN-TOP ASSEMBLY

'MILAM' CASES TESTED TO 60,000 VOLTS

LUCAS SPECIAL GRID ALLOY

CORRECT ACID-LEVEL DEVICE

2 YEARS INSURED LIFE

(This scheme applicable to the British Isles only).

MOTOR SHOW EARLS COURT STAND 251

Over 400 Official Battery Service Agents are at the disposal of the Trade to give speedy specialised service. Keep in touch with your nearest agent—he is ready to help you.

with

LUCAS

"KING OF THE ROAD"

CAR BATTERIES

JOSEPH LUCAS LTD · BIRMINGHAM · ENGLAND

GENERAL ACCESSORIES

New.—Wipac P.4M sparking plug, 4-cyl. totally-enclosed magneto.

Sales Director, **D. A. Pacy.** In attendance, **R. A. Bailey, R. F. Danielli, L. G. Emson, A. Hill, A. Long and others.**

422. **WILCOT (PARENT) CO., LTD.,** Alexander Park, Fishponds, Bristol. Bristol 53256; Specialist, Fishponds, Bristol.

Wefco spring gaiters, Wilcot loose seat covers, radiator muffs, garage repair covers, battery fillers, Nitromors paint remover, radiator cement, Gasket-Goo jointing compound, Pep valve-grinding compound, Ace solder spray guns, Easylift battery tool, leather and fabric dressings.

Sales Director, **A. Cottrell.**

387. **WINGARD (M.A.), LTD.,** Kingsham Road, Chichester, Sussex. Chichester 3236; Wingard, Chichester.

Lamps, lights, mirrors, licence holders, hose clips, tank caps, number plates, screen fittings, tow ropes, tyre gauges, oil and fuel pipes, fuel-pump repair kits, and other accessories.

New.—Universal driving mirror, width indicator, panoramic and tractor mirrors, mirror display stand, interior mirrors, roof lights, filler caps, pump connectors and sun visor.

319. **WOOD AUTO SUPPLIES, LTD.,** Standard House, Huddersfield, Yorks. Huddersfield 2771; Woodauto, Huddersfield.

Armatures, field coils, dynamos, starters, electrical replacement parts, specialised components, and accessories.

Sales Manager, **J. P. Wood.** In attendance, **N. L. and R. Wood, H. W. Gooding, A. W. Fisher, J. D. Haywood.**

New Motorola two-unit radio receiver (Stand 390).

390. **WORLD RADIO, LTD.,** Edgware Road, Cricklewood, London, N.W.2. Gladstone 4255; Papelian, Norphone, London.

Motorola 6 and 12 volt car radio sets, parts and accessories, car heaters and fittings.

New.—British made radio models, 6 and 8 valve types.

Sales manager, **N. Brown.**

414. **WRIGHT, CHAS., LTD.,** Churchway, Edgware, Middx. Edgware 0211; Chas. Wright, Edgware.

Car number plates, garage signs, and trade plates.

Sales Manager, **A. W. Biggs.** In attendance, **L. H. Bradshaw, G. P. Drabble, J. H. Strachan.**

Chassis Components

267. **ALFORD AND ALDER (ENGINEERS), LTD.,** Maylands Avenue, Hemel Hempstead, Herts.

Independent spring suspension fittings, hubs, brake drums, ball-joint assemblies, and the like.

304. **ANDREWS, HAROLD, GRINDING CO., LTD.,** Bristol Road, Birmingham, 29. Selly Oak 1128; Supergrind, Birmingham.

Hagco cylinder liners, James spun castings, valve-seat inserts, cast iron rods and bars, and other allied products.

Sales Manager, **G. Sutcliffe.** In attendance, **H. Andrews, C. Arthurs, L. G. Barnes.**

388. **ANGUS, GEORGE, AND CO., LTD.,** Angus House, Newcastle-on-Tyne, 1. Newcastle 22656; Angus, Newcastle-on-Tyne.

Oil seals, gaskets, hydraulic packings.

378. **ANTI-ATTRITION METAL CO., LTD.,** Woodlands Park Works, Maidenhead, Berks. Littlewick Green 300; Frictionless, Phone, Maidenhead.

Anti-attrition bronzes, non-ferrous castings and components, bearings, bushes, worm-wheels, propellers, and other allied products.

New.—Magnetic fuel and oil tank filler caps.

Sales Manager, **F. H. Beasant.** In attendance, **E. G. Gray, S. A. Ravenscroft.**

382. **AUTOMOTIVE PRODUCTS CO., LTD.,** Tachbrook Road, Leamington Spa, War-

CHASSIS COMPONENTS

wicks. Leamington 2700; Autoducts, Phone, Leamington Spa.

Oil and fuel filters, Thompson steering-rod assemblies, Manumatic gear control system.

429. **BEANS INDUSTRIES, LTD.**, Hurst Lane, Tipton, Staffs. Tipton 1681; Bean, Tipton.

Machined components and fittings such as engine castings, crank cases, gearboxes, axles, and other kindred exhibits.

In attendance, **J. C. Evans, J. P. Hancox.**

259. **BIRMINGHAM ALUMINIUM CASTING (1903), CO., LTD.**, Dartmouth Road, Smethwick, 40, Staffs. Smethwick 1431; Birmal, Smethwick.

Aluminium and Elektron alloy motor, gearbox and other cast components.

Sales Manager, **W. J. Price.** In attendance, **W. V. Browne, D. C. Coley, A. P. Fenn, J. M. Gower, R. C. Poulton.**

368. **BORG AND BECK CO., LTD.**, Tachbrook Road, Leamington Spa, Warwicks. Leamington 2700; Borganbeck, Leamington.

Borg and Beck clutches, A type, from 6½in. to 11in. diameter.

New.—7¼in. triple-plate racing car clutch.

392. **BOUND BROOK BEARINGS (G.B.), LTD.**, Trent Valley Trading Estate, Trent Valley Road, Lichfield, Staffs. Lichfield 2027; Boundless, Lichfield.

Bound Brook graphited bronze, Compo and other bearings and bushes, Powdiron components, valve guides and other fittings.

Anti-Attrition Metal Co. magnetic filler cap (Stand 378).

330. **BRAKE LININGS, LTD.**, Bridge Street, Buxton, Derbys. Buxton 776; Braklining, Buxton.

Duron brake and clutch linings.

New.—P101 brake segments, PR1 flexible roll replacement material, PR33 brake linings, P151 and P153 clutch disc material.

Sales Manager, **C. B. Baker.** In attendance, **J. Atkinson, F. A. A. Gosling, C. J. Parr.**

295. **BRAMBER ENGINEERING CO., LTD.**, Springbok Works, Waterloo Road, London, N.W.2. Gladstone 5447; Otocarrcom, Norphone, London.

Coil and laminated springs, stabiliser bars, axles and axle components, wheels, Flexitor independent rubber suspension system.

Sales Manager, **H. B. Pratt.** In attendance, **G. Cook, S. Clansey, A. A. Duncan, A. Pearson, H. B. Pratt, M. Watson.**

352. **BRICOVMO, LTD.**, Brico Works, Holbrook Lane, Coventry. Coventry 89014; Brico, Coventry.

Engine parts and fittings, e.g., pistons, liners, rings and valve-seat inserts.

264. **BRITISH BELTING AND ASBESTOS CO., LTD.**, Scandinavia Mills, Cleckheaton, Yorks. Cleckheaton 800; Belting, Cleckheaton.

Mintex brake and clutch liners, exchange brake shoes, friction dampers, bushes, jointing materials, body packing, fan belts and kindred products.

Sales Manager, **P. H. Mount.** In attendance, **S. J. Cotton, L. W. Clegg, E. D. Dalmaine, T. P. Doyle, C. Emerson, T. D. Francis,** and others.

19. **BRITISH BUNDY TUBING CO., LTD.**, 75, Grosvenor Street, London, W.1. Mayfair 4756; Armcoingot, Wesdo, London.

Bundy petrol, oil and brake fluid tubing, inclusive of flaring tools for pipeline fabrication.

Sales Manager, **F. Egerton.** In attendance, **J. Hall, S. D. Hopwood, R. May, J. Sheridan.**

425. **BRITISH LIGHT STEEL PRESSINGS, LTD.**, Warple Way, Acton, London, W.3. Shepherds Bush 1230; Prestal, Ealux, London.

General light presswork, such as bonnets, wings and other components.

376. **BRITISH PISTON RING CO., LTD.**, Holbrook Lane, Foleshill, Coventry. Coventry 89014; Brico, Coventry.

Components, fittings and supplies, such as pistons, rings, valve and cylinder inserts, liners, tappets, pins, bushes, c.i. bar, alloy

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CHASSIS COMPONENTS

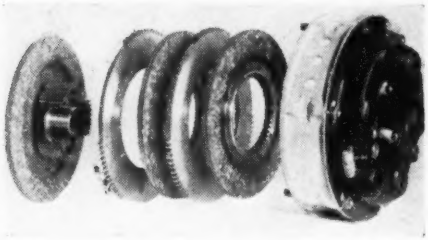
castings, and other kindred products.
Sales Manager, **J. H. Pitt.**

325. **BROWN BAYLEY STEELS, LTD.**, Leeds Road, Sheffield, 9. Sheffield 41031; Bayley, Sheffield.

Steel forgings, fittings and components, stainless sheet and strip steels.
Sales Manager, **J. H. Shelmerdine.**

252. **BROWN, DAVID, AND SONS (HUDDERSFIELD), LTD.**, Park Gear Works, Huddersfield, Yorks. Huddersfield 3500; Gearing, Huddersfield.

Gearboxes, 4- and 5-speed, worm gear axle drives, hypoid and spiral bevels, camshaft and timing gears, balance gears, gear cutting and measuring equipment, jigs and fixtures, general bronze and steel castings, and the like.
New.—5-speed synchromesh overdrive gearbox, type S.532.



Borg and Beck triple-plate clutch for sports and racing cars (Stand 368).

393. **CAPE ASBESTOS CO., LTD.**, 114-116, Park Street, London, W.1. Grosvenor 6022; Incorrupt, London.

Capasco brake and clutch linings, asbestos washers, plastics and other products.
Sales Manager, **P. Worledge.** In attendance, **F. Blomfield, Col. R. C. Gallop, A. Jack, J.C. Neilson, J. V. Savage.**

367. **CARY, WILLIAM E., LTD.**, Red Bank, Manchester, 4. Deansgate 7881; Carybank, Manchester.

Coil and leaf road springs, and stabiliser bars.
New.—Gregoire variable-rate car suspension system.
Sales Manager, **W. H. Wilkinson.** In attendance, **G. B. Cary, J. Clifford, W. Garner, A. G. Ogden, A. Sutcliffe,** and others.

311. **CHORLEY PRECISION ENGINEERING LTD.**, Avenue Works, Chorley, Lancs. Chorley 2617; Chorend, Chorley.

Chorley track rod and drag link ends, and drag links, for cars, trucks and tractors.
Sales Managers, **F. M. Marsh, H. A. Riedl.** In attendance, **A. Marsh, K. Darlow, E. Hill, G. A. Mead.**

430. **CLAYTON DEWANDRE CO., LTD.**, Titanic Works, Lincoln. Lincoln 11305; Titanic, Lincoln.

Vacuum-servo braking systems for cars and caravans, car heaters, disabled drivers' vacuum controls.

410. **CLYDE ALLOY STEEL CO., LTD.**, Craigneuk Works, Flemington, Motherwell, Scotland. Motherwell 1051; Clydall, Motherwell.

Alloy, stainless and other steels, tool steel, black and bright bar supplies, and the like.

280. **COCKER BROS., LTD.**, Fitzalan Works, Effingham Road, Sheffield, 9. Sheffield 41188; Cocker, Sheffield.

Leaf and spiral springwork, coil spring, silver steel, and light pressings.
Sales Manager, **J. Castle.** In attendance, **F. Burgin, C. Frankish, A. N. Lucey, J. N. Roberts.**

338. **COOPER'S MECHANICAL JOINTS, LTD.**, 14, Liverpool Road, Trading Estate, Slough, Bucks. Slough 24511; Endure, Slough.

Gaskets, jointings, fuel, oil, air and water filters, washers, and other kindred products.

277. **CORDS PISTON RING CO., LTD.**, 906, Harrow Road, London, N.W.10. Ladbroke 3322; Cordsaring, Harles, London.

Cords cupped and oilguard piston rings, piston expanders, micro-knurling process.
Sales Manager, **E. Tunmer.** In attendance, **G. Neale, J. Thompson.**

340. **CRESSWELL'S ASBESTOS CO., LTD.**, Wellington Mills, Bradford, Yorks. Bradford 64301; Chekko, Bradford.

Chekko brake and clutch linings, Bendix and Girling brake shoes.
Sales Director, **R. G. A. Bracewell.** In attendance, **K. W. Binns, E. B. Fairburn, H. H. Roper.**

383. **DARTMOUTH AUTO CASTINGS, LTD.**, Dartmouth Road, Smethwick, 40, Staffs. Smethwick 1541; Darcast, Smethwick.

Iron castings and components, such as manifolds, flywheels, gearboxes, pressure plates, water pump casings, and the like.

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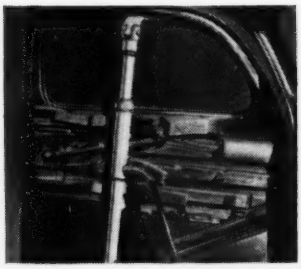
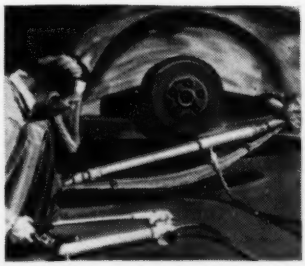
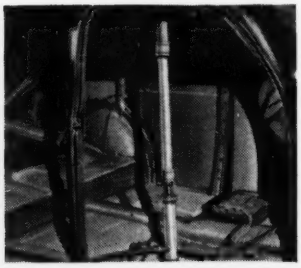
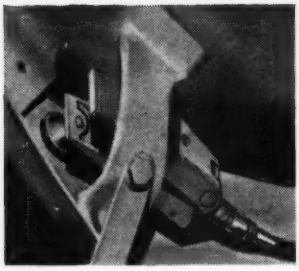
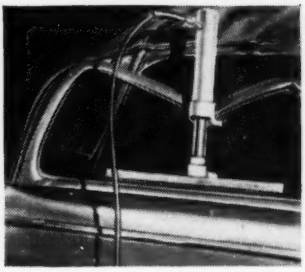

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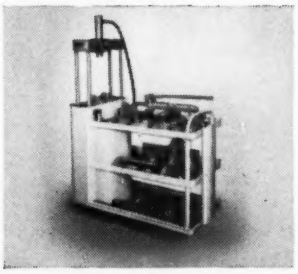
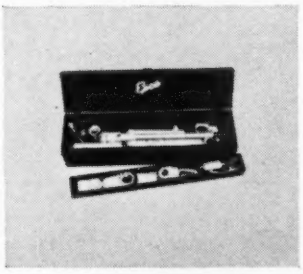
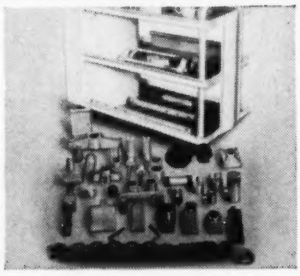

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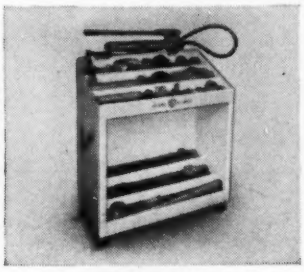
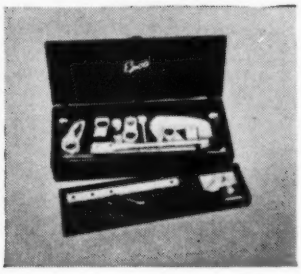

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ndh, 1682. London Address: 37 Lisson Grove, Marylebone, N.W.1. Tel: PADdington 4162.

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Grosvenor Road, London, S.W.1.

CHASSIS COMPONENTS

232. **DELANEY GALLAY, LTD.**, Vulcan Works, Edgware Road, Cricklewood London, N.W.2. Gladstone 2201.

Car heaters, air-conditioners, radiators, grilles, oil and fuel tanks, oil coolers, heat exchangers, light pressings and sheet-metal work.

New.—Car heater.

Sales Manager, **J. S. Ward.** In attendance, **F. K. Burville, H. A. Stocks, A. R. Todesco.**

6. **DOWTY EQUIPMENT, LTD.**, Arle Court, Cheltenham, Glos.

Rubber and synthetic rubber h.p. ring seals, leakproof washers, Selac lock washers, Strud leakproof bolts, and the like.

New.—Quick-release and self-sealing coupling joint for h.p. pipelines.

403. **DUALLOYS, LTD.**, Boden Works, Chard, Som. Chard 2341; Dualloys, Phone, Chard.

Chill-cast phosphor bronze, bearing-metal ingots, sintered engine components, self-lubricating and other bearings.

372. **EARLE, BOURNE AND CO., LTD.**, 21-23, Lincoln's Inn Fields, London, W.C.2. Holborn 0194; Earlbotube, Holb, London.

Brass and copper tubing, sheet, strip, sections and channels for radiator, tank and other presswork.

369. **EDMUNDS, WALKER AND CO., LTD.**, The Broadway, West Hendon, London, N.W.9. Hendon 6321; Edwalaco, Hyde, London.

Extensive factoring exhibit of proprietary accessories, units, components and fittings by, e.g., Hoffmann, Ransome and Marles, Timken, Skefko, Lockheed, Ferodo, Payen, Hardy Spicer, Layrub, Renold-Coventry, Bricovmo and Hepolite pistons.

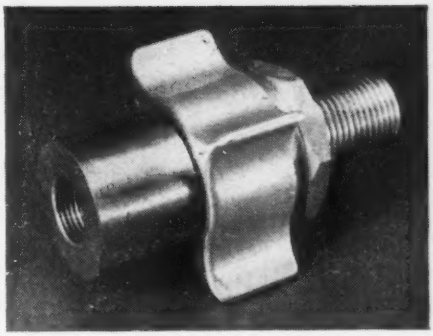
Sales Director, **J. T. McNeil.** In attendance. **R. W. Brown, W. G. Greenaway, D. Hedges, E. G. Lane, G. J. Mountain,** and others.

379. **E.N.V. ENGINEERING CO., LTD.**, 4-5, Hythe Road, Willesden, London, N.W.10. Ladbroke 3622; Envied, Wesphone, London.

Engine camshafts, live axles, hypoid and spiral bevel gearing and assemblies, balance gears, and kindred products.

In attendance, **L. Calisch, G. H. Moysen.**

431. **EWARTS, LTD.**, Burnt Tree Works, Dudley, Worcs. Dudley 2567; Ewarts, Dudley.



Dowty self-sealing coupling for hydraulic circuits (Stand 6).

Repetition and presswork products, e.g., filler caps, filters, oil, petrol and water cocks, dipsticks, and brass, copper and steel pipe assemblies.

398. **FARNBOROUGH ENGINEERING CO., LTD.**, Farnborough, Kent. Farnborough, Kent 789; Tranco, Farnborough, Kent.

Engine valves, guides, tappets and springs.

Sales Manager, **D. A. W. Lewis.**

296. **FERODO, LTD.**, Chapel-en-le-Frith, via Stockport. Chapel-en-le-Frith 250; Ferodo, Chapel-en-le-Frith, Buxton.

Ferodo brake and clutch linings, fan belts, engine mountings, bushes, discs, brake-testing equipment, replacement brake shoes, plastic gears, and other kindred productions.

Sales Manager, **E. R. Pochin.**

285. **FIRTH, THOMAS, AND JOHN BROWN, LTD.**, Atlas Works, Sheffield, 4. Sheffield 20081; Atlas, Telex, Sheffield.

Components and fittings made from alloy steel castings and forgings.

Sales Manager, **J. E. Ortton.** In attendance, **W. A. Cooper, H. G. Bown, C. F. Audoire, S. Essam, L. A. Edwards,** and others.

290. **FORGINGS AND PRESSWORK, LTD.**, Birch Road, Witton, Birmingham, 6. East 1262.

Forged components, e.g., gear blanks, con rods, axle and rocker shafts, tubes, pinions, crown-wheels, brackets, cover-plates, flat and deep-drawn presswork.

Sales Manager, **R. M. Wilkinson.** In attendance, **W. Mack, W. J. Martindale, D. E. Smith.**

356. **GANDY, LTD.**, Wheatland Works, Wallasey, Ches. Wallasey 9574; Gandy, Birkenhead.

Brake and clutch liners, bonded brake

CHASSIS COMPONENTS

shoes, flexible couplings, fan belts, packings, pump couplings, pedal pads, stair-tread, and the like.

362. **GEAR GRINDING CO., LTD.**, Cranmore Boulevard, Shirley, Birmingham. Shirley 2231; Orcutt, Birmingham.

Ground gears and spline shafts, Fellows gear cutters, and gearboxes.

In attendance, **R. H. Orcutt, D. M. Anderson, A. J. Willetts.**

289. **GIRLING, LTD.**, King's Road, Tyseley, Birmingham. Acocks Green 2831; Wonder, Birmingham.

Girling and Bendix brakes and equipment, together with hydraulic clutch-operating mechanism, hydraulic and torsional vibration dampers, Bijur chassis lubrication outfits, and the like.

225. **GLACIER METAL CO., LTD.**, 368, Ealing Road, Alperton, Wembley, Middx. Perivale 4271; Beaucoup, Wesphone, London.

General engine bearings (thin and thick wall), bars, bushes, non-ferrous ingots and castings, and the like.

New.—Centrifugal oil filter, Mark II.

Sales Director, **D. W. Plaistowe.**

Every effort has been made to ensure the accuracy of this guide, but alterations to Stand arrangements are sometimes made at the last moment.

237. **GOODYEAR, W., AND SONS, LTD.**, Dudley, Worcs.

Disc and wire wheels, rims and other classes of presswork.

341. **GUEST, KEEN AND NETTLEFOLDS (MIDLANDS), LTD.**, Box No. 24, Heath Street, Birmingham, 18. Smethwick 1441; Nettlefolds, Birmingham.

Black and bright nuts, bolts, screws, washers, pins, and a large variety of other kindred repetition work.

233. **HALL AND HALL, LTD.**, Oldfield Works, Oldfield Road, Hampton, Middx. Molesey 2180; Hallite, Hampton, Middx.

Hallite copper-asbestos cylinder head gaskets, joints, and jointing materials. Hallprene synthetic rubber mouldings, extrusions and precision rubber products, Phiberoid jointing, cork inserts and radiator hose.

Sales Manager, **R. H. Williams.**

284. **HALL AND NIELSEN, LTD.**, Beaver Mills, East Garden Street, Bury, Lancs. Bury 953; Brakes, Bury.

Bramec rivetless bonded brake and clutch linings.

In attendance, **B. C. and R. S. Hall, N. Mountford, W. Pike, F. Suthurst, —. Bulmer.**

242. **HARDY, SPICER AND CO., LTD.**, Birch Road, Witton, Birmingham, 6. Birchfields 4504; Autojoints, Birmingham.

Hardy Spicer universal joints and cardan shafts, reversed sleeve drive shafts.

274. **HARRISON AND CO. (LINCOLN)**, Malleable Ironworks, North Hykeham, Lincoln. North Hykeham 206; Malleable, Lincoln.

Blackheart and Whiteheart malleable iron castings.

312. **HARTLEY, J. W. (MOTOR TRADE), LTD.**, 56, Conybere Street, Birmingham, 12, Calthorpe 1236; Jaywaich, Birmingham.

HarMo exhaust silencer units, including boxes, front and tail pipes; Duraflex road springs.

New.—HarMo emergency silencer.

In attendance, **J. W. Hartley, J. B. Barrington, H. M. G. Girvan, H. L. Smith, G. J. Trout.**

315. **HEPWORTH AND GRANDAGE, LTD.**, St. John's Works, Bradford, 4, Yorks. Bradford 29595; Rings, Bradford.

Hepolite c.i. and alloy pistons, rings, pins, valve-seat inserts, steel ring-groove inserts, wet-liner kit and ring sets.

New.—Ring-groove inserts.

Sales Director, **E. Hepworth.** In attendance, **J. F. Ferguson, J. H. Mallinson, J. L. Hepworth, L. Howell, R. Emerson,** and others.

3. **HOBBS TRANSMISSION, LTD.**, 78, Russell Terrace, Leamington Spa, Warwicks. Leamington Spa 2082; Hobbsgears, Leamington Spa.

Hobbs automatic transmission system, including sectioned assemblies and diagrams showing construction and operation.

Sales Director, **B. L. Oldfield.** In attendance, **H. F. Hobbs, H. Lord, J. A. Thompson.**

230. **HOYT METAL CO. OF GREAT BRITAIN, LTD.**, Deodar Road, Putney,

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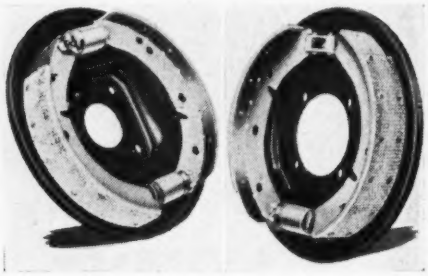
Anti-friction metal supplies, bronzes, solder, press-tool and casting metals, plain bearings, matrix and tube-bending metals, foundation bolts, metal melting equipment, and the like.



Lockheed two-leading shoe front and normal rear hydraulic brake units (Stand 371).

409. **HUGHES-JOHNSON STAMPINGS, LTD.**, Langley Green, Birmingham. Broadwell 1361; Engines, Langley.

Dropforgings and components in steel, bronze, copper, aluminium, magnesium and nickel-chrome alloys.

292. **JACK, E. J., LTD.**, 154, Camden High Street, London, N.W.1. Gulliver 5761.

Fafnir ball-bearings, Kilian unground bearings, needle and roller bearings, and plummer blocks, also Durkoppwerke ball and roller bearings, Sealmaster ball-bearing units, and Rossi taper roller bearings.

283. **JAMES, W. G., LTD.**, 10A, Cambridge Terrace Mews, Chester Gate, London, N.W.1. Welbeck 5794; Mecanicien, London.

Petrol and oil engine valves, in various grades of steel, valve guides, precision forgings, and the like.

New.—Forged valve-spring collars, with cold-formed bores.

Sales Director, **L. A. Green.** In attendance, **N. Baish, W. Denton, N. Fineberg.**

364. **KENILWORTH MANUFACTURING CO., LTD.**, Hermetite Works, Tavistock Road, West Drayton, Middx. West Drayton 3047; Usefulness, West Drayton.

Hermetite jointing compounds, metal sealing putty, metallic and other paints, brake, shock-absorber and other oils, black lacquer, and like specialities.

New.—Improved Hermetal metal-sealing putty.

Sales Director, **G. L. Riseley.** In attendance, **A. M. Carroll, L. H. Le Vay, B. H. Ridge, G. Shaffer, K. E. Warren.**

278. **KLINGER, RICHARD, LTD.**, Klingerit Works, Sidcup, Kent. Footscray 3022; Klingerit, Sidcup.

Asbestos and asbestos synthetic rubber bonded jointings, gaskets, washers, sealing strips, graphited road-spring interleaving, and other special products.

Sales Manager, **H. S. Head.** In attendance, **W. A. Banks.**

360. **LAKE AND ELLIOT, LTD.**, Albion Works, Braintree, Essex. Braintree 81; Lake, Braintree.

Midas and Millennium hydraulic and mechanical jacks, steel castings, Millenite brake drums.

Sales Manager, **L. D. Morgan.** In attendance, **C. J. and P. B. Lake, E. L. Elliot, T. Brace, L. W. Dands, L. Rhodes, E. Smith.**

266. **LAYCOCK ENGINEERING CO., LTD.**, Victoria Works, Millhouses, Sheffield, 8. Sheffield 70041; Invention, Sheffield.

Layrub flexible points, clutch-plates, Laycock-de Normanville overdrives, examples of machinery, casting and drop-forgings.

227. **LAYSTALL ENGINEERING CO., LTD.**, 53, Great Suffolk Street, London, S.E.1. Waterloo 6141; Internally, Souphone, London.

Chrome-plated steel cylinder liners, replacement and production crankshafts, and other components, reconditioned chassis and engine assemblies, axle springs, and welded components.

Sales Manager, **B. de Mattos.** In attendance, **W. H. Fullerlove.**

275. **LEY'S MALLEABLE CASTINGS CO., LTD.**, Vulcan Ironworks, Colombo Street, Derby. Derby 45671; Leys, Derby.

Examples of foundry-work in Black Heart and Pearlitic malleable iron castings.

Sales Manager, **G. H. Parkinson.** In attendance, **K. Bowd, G. L. Nesbit.**

318. **LINDLEY, C., AND CO., LTD.**, 34, Englefield Road, London, N.1. Clissold 0643; Beauvoir, Nordo, London.

Turned bolts and nuts, special parts, cold-headed and heat-treated bolts and nuts.

Sales Manager, **G. Brooke.** In attendance, representatives from all territories.

371. **LOCKHEED HYDRAULIC BRAKE CO., LTD.**, Tachbrook Road, Leamington Spa,

Wayne
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Revolutionary
NEW MODELS
on
STAND 469
AVENUE Q EARLS COURT
The Pump that meets tomorrow's needs today!
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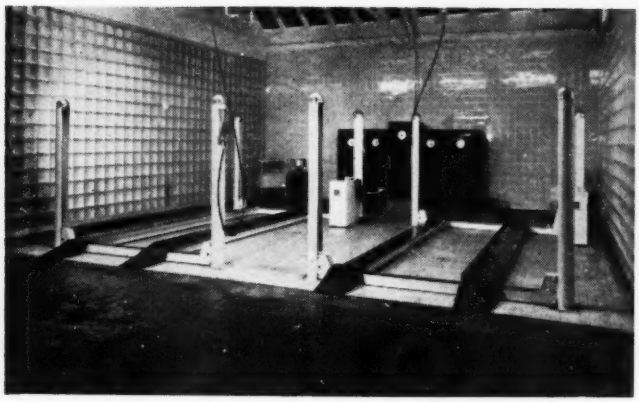
WAYNE TANK & PUMP COMPANY LTD · NEWLANDS PARK · LONDON · S E 26
TELEPHONE: SYDENHAM 7088-9
TELEGRAMS: WAYNOIL FOREST LONDON

We repeat! We repeat! We repeat! We repeat! We repeat!



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HERE ARE A FEW ORGANISATIONS WHO HAVE PLACED REPEAT ORDERS FOR 'BRADBURY' HYDRO-ELECTRIC LIFTS—

Austin Motor Co. Ltd.
Pressed Steel Co. Ltd.
Co-operative Wholesale Society
Standard Motor Co. Ltd.
William Arnold Ltd., Manchester
Caffyns Ltd.
Donald Denoon (Motors) Ltd., Chelmsford
Express Motors Ltd., London
Martin Walter Ltd.
Somerset Motors Ltd., Taunton

Why? . . . Because its Hydraulic mechanism like that universally used today for Trolley Jacks, Automobile brakes, tipping gear, and scores of other industrial uses, is efficient, frictionless and safe—Because its rapid descent by gravity means a car cannot be stuck on top if your power is cut—Because your mechanic can get at more of the under chassis than with any other Lift—Because you don't need an additional Air Compressor to operate it—Because —Sorry our space is exhausted! Our catalogue gives many more plus features.

BRADBURY HYDRO-ELECTRIC FOUR-POST LIFTS

JOSEPH BRADBURY AND SONS LTD. BRAINTREE ESSEX ENGLAND
TELEPHONE BRAINTREE 623/4 TELEGRAMS BRADBURY BRAINTREE

See us at the **MOTOR SHOW, Stand No. 521, Aves. S T. 1st Floor**

CHASSIS COMPONENTS

Warwicks. Leamington 2700; Lockheed, Leamington.

Lockheed hydraulic brakes, in various drum diameters, including also disc brakes.

New.—Improvements include new type of brake lining.

427. **MANGANESE BRONZE AND BRASS CO., LTD.**, Elton Park Works, Hadleigh Road, Ipswich, Suffolk. Ipswich 55415; Oilite, Ipswich.

Self-lubricating bearings, non-ferrous metals, oil filters, motor boat shafting and propellers.

347. **MARSTON EXCELSIOR, LTD.**, Fordhouses, Wolverhampton.

Marston Excelsior radiators, replacement blocks, heating elements, fuel tanks, and reinforced plastic body parts.

294. **METALASTIK, LTD.**, Evington Valley Road, Leicester. Leicester 37281; Metalastik, Leicester.

Metalastik i.f.s. and other bushes, engine and body mountings, transmission couplings, torsional vibration dampers, and other kindred specialities.

New.—Inner sleeve flexible bush, engine mountings, Rotoflex coupling, Spherilastik universal coupling.

Sales Manager, **H. E. M. Hefford.**

374. **MIDLAND MOTOR CYLINDER CO., LTD.**, Birmid Works, Dartmouth Road, Smethwick, Staffs. Smethwick 1431; Rafwork, Smethwick.

Air and water-jacketed engine cylinder and head castings, moulded camshafts, brake drums, and other kindred production work.

Sales Director, **H. Hopkins.** In attendance, **J. Marshall, F. H. Mayland, H. R. Perkins, E. C. Toghill.**

281. **MORGAN, CROSSLEY AND CO., LTD.**, Tenoid Works, Manchester, 10. Collyhurst 1711; Wick, Manchester.

Tenoid brake and clutch linings, clutch plates, brake shoes, friction discs, strapping, webbing, matting, stairtreads, and other allied products.

Sales Manager, **W. Wardle.** In attendance, **A. A. Bishop, O. Bevan, G. E. Berry, J. A. Cavill, C. Hamlington, G. H. S. Wood.**

22. **MOSS GEAR CO., LTD.**, Crown Works, Tyburn, Birmingham, 24. Erdington 1661; Mosgear, Birmingham.

Specimens of production work, including 4-speed gearboxes, balance gearing, live axles, crown wheels and pinions, camshafts and the like.

Sales Manager, **S. Duckitt.** In attendance, **M. Meek, A. Richardson.**

236. **NEWTON AND BENNETT, LTD.**, Valetta Road, Acton, London, W.3. Shepherds Bush 3443; Newsorber, Ealux, London.

Newton telescopic hydraulic shock-absorbers, centrifugal clutches, and clutch-plates.

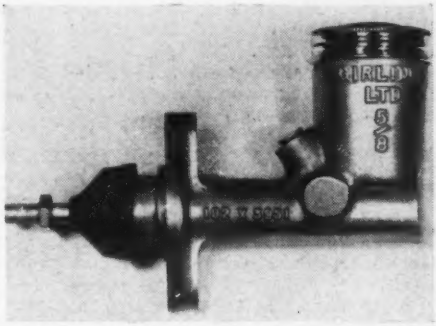
354. **NEWTON, L. H., AND CO., LTD.**, Nechells, Birmingham, 7. East 1551; Bolanut, Birmingham.

Examples of automatic and capstan work, such as bolts, nuts, rivets, screws, washers, also light wire and presswork.

Joint General Sales Managers, **P. J. Baker, J. A. Humpidge.**

355. **OMES, LTD.**, Beverley Works, Willow Avenue, Barnes, London, S.W.13. Prospect 2291; Omesheatley, Put, London.

Gear blanks, axle and camshafts, rocker and steering spindles, torsion bars, and other electrically-forged components and fittings.



Girling c.v. type master cylinder with integral reservoir (Stand 289).

282. **PAYEN, J., LTD.**, 228, Berwick Avenue, Trading Estate, Slough, Bucks. Slough 24042; Joinpajus, Slough.

Jointings, gaskets and packings in various materials, oil seals, and other similar products.

Sales Manager, **E. E. Benwell.** In attendance, **R. Christie, E. K. Evans, B. D. Richardson, L. B. Stanleick,** and others.

301. **PERKINS, F., LTD.**, Queen Street, Peterborough. Peterborough 5341; Perkoil, Peterborough.

CHASSIS COMPONENTS

Perkins P4C and P6C 46 h.p. high-speed oil motors (3 exhibits).

Sales Manager, **R. C. Allen.**

428. PERRY BARR METAL CO., LTD., Shady Lane, Great Barr, Birmingham, 22A. Great Barr 1794; Perbarmet, Birmingham.

Aluminium-alloy cast components, e.g., gearboxes, oil pans, filter and pump casings, clutch housings, brake parts, timing gear covers, inlet and water pipes, differential gear carriers, and finished-machined castings.

Sales Manager, **B. T. Smith.** In attendance, **A. Graham.**

328. PHILIDAS, LTD., Ferrybridge, Knottingley, Yorks. Knottingley 320; Philidas, Ferrybridge, Knottingley.

Philidas locking nuts, Pollard ball and roller bearings.

Sales Manager, **T. Netherseal.** In attendance, **W. F. Clay, —. Price.**

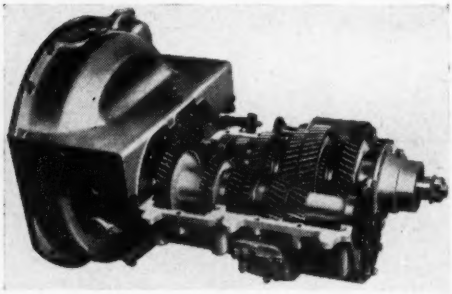
263. PROJECTILE AND ENGINEERING CO., LTD., Acre Street, Battersea, London, S.W.8. Macaulay 1212; Profectus, Clapham Road, London.

Pressed steel car frames, components and fittings, as produced for Austin, Humber and Morris chassis.

343. QUALCAST, LTD., Victory Road, Derby. Derby 42460; Qualcast, Derby.

General grey iron castings, e.g., engine parts, crankshafts, valve guides, brake drums, and other specimens of production work, together with cast engine crankshafts.

Sales Manager, **R. H. Harris.** In attendance, **A. Dyos, F. A. Swabey, W. Turner.**



David Brown 557 CM five-speed gearbox (Stand 252).

320. RAYBESTOS-BELACO, LTD., Everite House, Southwark Street, London, S.E.1. Waterloo 7031; Raybelac, London.

Brake and clutch linings, rivets and hand-riveting tools, fan belts, and other associated specialities.

399. REGENT AXLE CO., Walshaw Street, Burnley, Lancs. Burnley 2478; Regent-axle, Burnley.

Regent axle shafts, crown wheels, pinions and gears.

247. RENOLD AND COVENTRY CHAIN CO., LTD., 28, Deansgate, Manchester, 3. Deansgate 6465.

Engine camshaft chain drives, tensioners, pinions, wheels, and servicing tools.

10. REVOLVO, LTD., 399-401, Edgware Road, London, W.2. Paddington 4087; Rotate, London.

RIV ball and roller bearings, in various sizes and types.

Sales Manager, **L. J. Hersee.** In attendance, **A. Cadman, E. W. Gibb, H. W. Skinner.**

240. ROSS, COURTNEY AND CO., LTD., 25, Ashbrook Road, Upper Holloway, London, N.19. Archway 1166; Homonyms, Holway, London.

General copper and brassware, such as cocks, taps, unions, elbows, screws, washers, and the like, together with double-ram hydraulic jacks.

New.—Petromag safety lock.

Sales Manager, **A. S. Robertson.** In attendance, **L. F. Brookman, H. C. Elsden.**

234. RUBERY, OWEN AND CO., LTD., Darlaston, S. Staffs. Darlaston 130; Ruberowen, Telex, Darlaston.

Pressed steel chassis and other components, car, caravan, and trailer axles, axle assemblies, wheels, tanks, and examples of repetition work, e.g., nuts and bolts.

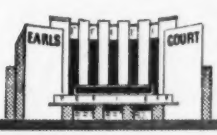
396. SALISBURY TRANSMISSION CO., LTD., Birch Road, Witton, Birmingham, 6. East 1459; Salisaxle, Birmingham, 6.

Salisbury hypoid live axle drives and assemblies, also independent driving units and specimens of hypoid and spiral bevel gears.

Commercial Manager, **A. E. Dew.**

436. SALTER, GEO., AND CO., LTD., High Street, West Bromwich. West Bromwich 1331; Salters, West Bromwich.

Tension, torsion and compression springs, general wire and spring work, light pressed parts, and grey iron castings.



38th INTERNATIONAL MOTOR EXHIBITION
EARLS COURT OCT. 21-31

WELLWORTHY

cordially invites you to inspect their wide range of products on view at...

STAND 386
AVENUE J
FIRST FLOOR

OUR EXHIBITS INCLUDE:

PISTONS

For all types of car and motor-boat engines in special high-duty alloys and a variety of surface finishes.

PISTON RINGS

All types including DUAFLEX—the most advanced oil control ring yet devised. Also 'GOLD LINE' Duaflex specially designed for use in chrome-plated bores.

CYLINDER LINERS

For all types of engines, hardened and tempered in special Wellworthy materials to give longer life.

AL-FIN BONDING PROCESS

An exclusive Wellworthy process that molecularly bonds aluminium and its alloys to steel, iron and other metals. It facilitates the production of units combining the strength and hardness of ferrous metals with the light weight, high heat conductivity and other characteristics of aluminium. Examples of its application to Pistons, Brakedrums, and Cylinder Barrels will be shown.

WELLSEAL JOINTING COMPOUND

Wellseal is an exclusive Wellworthy product that never sets competely hard and will not flake or intermingle with lubricants. Joints made with it can be broken and remade without affecting the joint.

GUDGEON PINS, VALVE SEAT INSERTS, CIRCLIPS, LIGHT ALLOY DIE CASTINGS

WELLWORTHY LIMITED · LYMINGTON · HANTS

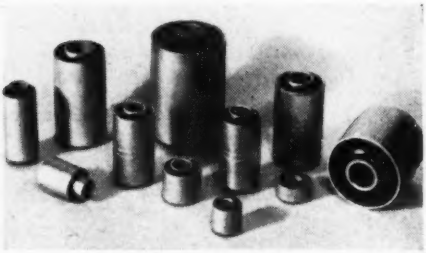
CHASSIS COMPONENTS

229. **SANKEY, JOSEPH, AND SONS, LTD.**, Hadley Castle Works, Wellington, Salop.
Pressed steel chassis and components, body panels, wheels, and assemblies.

297. **SERCK RADIATORS, LTD.**, Warwick Road, Greet, Birmingham, 11. Victoria 0531; Serckrad, Birmingham.
Radiators, copper tubing, radiator elements, oil coolers, heat exchangers and kindred examples of presswork.
Sales Manager, **W. Rose.** In attendance, **R. L. Colley, W. J. Hammond, G. Shelton.**

276. **SERVAIS SILENCERS, LTD.**, Ashford Works, Ashford Road, Cricklewood, London, N.W.2. Gladstone 6789; Servais, London.
Intake and exhaust silencers, pipework, fittings and clips.

309. **SHEEPBRIDGE ENGINEERING, LTD.**, Sheepbridge Works, Chesterfield. Chesterfield 5471; Centrifugal, Chesterfield.
Cast-iron crank and camshafts, piston pins and rings, valves, guides and inserts, alum.-alloy pistons and other parts, together with powder-metal products.



A selection of Metalastik ultra-duty bushes (Stand 294).

308. **SHEEPBRIDGE STOKES, LTD.**, Sheepbridge Works, Chesterfield. Chesterfield 5471; Centrifugal, Chesterfield.
Alloy iron cast cylinder liners, piston ring, valve-seat, bush, brake drum and other centrifugal castings.

4. **SILENCERS (BOLTON), LTD.**, Waterloo Street, Bolton. Bolton 4240; Silencers, Bolton.
Silencer boxes, pipes, assemblies, flexible repair bends, and like specialised components.
In attendance, **H. Catherall, T. Cullen, T. D. Fergus, N. C. Jessop, R. E. Morley, J. Ward.**

346. **SILENTBLOC, LTD.**, Victoria Gardens, Ladbroke Road, London, W.11. Park 9821; Silentbloc, Nottarch, London.
Silentbloc flexible mountings, bearings and couplings, spring-shackle units, rubber mouldings, i.f.s. bushes, and the like.
New.—Vibrex fastener.
In attendance, **G. G. Blackwell, E. T. Dawson, P. A. T. Linforth, C. R. Wastie.**

79. **SILENT CHANNEL CO., LTD.**, Ferrars Road, Huntingdon. Huntingdon 292; Silentchan, Huntingdon.
G. B. flexible and rigid channelling, strip, door seals, rubber mouldings, and the like.

265. **SMALL AND PARKES, LTD.**, Hendham Vale Works, Harpurhey, Manchester, 9. Collyhurst 2511; Packless, Manchester.
Don brake and clutch linings, Donflex clutch discs, webbings, tapes, dynamo and fan belts, straps, Karmal pump packings, jointing, hose and kindred products.

300. **SMITH, THOMAS AND SONS OF SALTLEY, LTD.**, Saltley Mill, Birmingham, 8. East 0173/5; Hammers, Phone, Birmingham.
Drop forgings, hand tools, spanners, wrenches, hammers and edge tools.
New.—Pipe wrench.
Sales Manager, **W. H. Thompson.**

216. **SMITH'S STAMPING WORKS (COVENTRY), LTD.**, Ribble Road, Coventry.
Crankshafts, stub and front axles, gear-blanks, con-rods and other press, drop and upset forgings.

218. **SOLEX, LTD.**, Solex Works, 223-231, Marylebone Road, London, N.W.1. Paddington 5011; Solexcarb, London.
Solex carburetters in all standard types, replacement and spare parts kits.
Sales Manager, **R. O'Clarey.** In attendance, **E. Eastwood, H. Henson, P. Moore, W. Rogers, F. J. Spencer.**

302. **SPECIALLOID, LTD.**, Black Bull Street, Leeds, 10.
Specialloid alloy pistons, rings and pins.

339. **STERLING METALS, LTD.**, Northey Road, Foleshill, Coventry. Coventry 89031; Stermet, Phone, Coventry.
Cast-iron cylinder blocks and heads, sand and permanent mould castings in aluminium and Elektron magnesium alloys.
Sales Director, **F. Carpenter.** In attendance, **D. C. Harding, M. A. Pugh, C. Van Eugen.**

UNDER ALL Conditions...

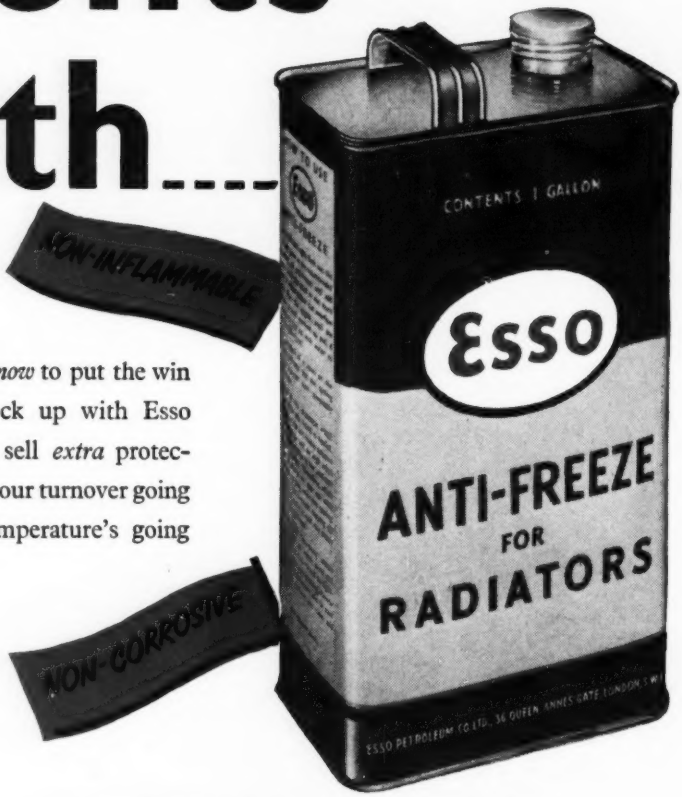
. . . . You can depend on Aerialite Auto Cables for efficient starting, lighting and ignition. Scientifically controlled at every stage of production, they enable you to give complete customer satisfaction every time.

An attractive portable display stand is offered free with orders for cables.

A complete range of 'Aerialite' Car Aerials is available for all types of fittings.

MADE BY AERIALITE LTD. STALYBRIDGE CHESHIRE

winter profits with



Get ready *now* to put the win into winter—stock up with Esso Anti-Freeze and sell *extra* protection—and keep your turnover going up when the temperature's going down!

PURE ETHYLENE GLYCOL BASE

STOCK
DISPLAY
SELL

Esso ANTI-FREEZE

CHASSIS COMPONENTS

235. **S.U. CARBURETTER CO., LTD.,** Wood Lane, Erdington, Birmingham, 24. Erdington 2150; Carburflex, Birmingham.

S.U. carburetters and fuel feed pumps, including component parts and fittings.

348. **SUPER OIL SEALS AND GASKETS, LTD.,** Birmingham Factory Centre, King's Norton, Birmingham, 30. King's Norton 2041; Oilseal, Birmingham.

Oil and pump seals, washers, cup rings, hose mechanical bondings and mouldings.

272. **TAYLOR, F., AND SONS (MANCHESTER), LTD.,** 136-142, Bolton Road, Pendleton, Salford, 6. Pendleton 1341; Components, Manchester.

Exhaust silencers and assemblies, flexible adaptors, pipe clips, brake shoe relining machines, tool boxes, and the like.

New.—Sump tray.

Sales Manager, **G. Crawley.** In attendance, **J. Blacklock, H. Cadman, W. Lawson, F. Malam.**

333. **TEMPERED SPRING CO., LTD.,** Warren Street, Sheffield, 4. Sheffield 21333; Tempered, Sheffield.

Numerous specimens of coil spring and presswork, e.g., suspension, clutch, valve and seating springs, fan assemblies, and so on.

Sales Manager, **C. Hague.** In attendance, **G. Young, H. Singleton, W. E. Fryer, A. J. Young, C. L. Metcalfe, F. A. Repen, G. H. Rowney, G. B. Tirebuck.**

373. **THOMPSON, JOHN, MOTOR PRESSINGS, LTD.,** Beacon Works, Davis Street, Ettingshall, Wolverhampton. Bilston 41121; Motoframe, Wolverhampton.

Austin-Healey and Bentley pressed steel frames, Hillman Minx back axle casing.

New.—Austin-Healey frame.

Sales Director, **H. E. Tudor.** In attendance, **T. J. Bromley, E. Smith.**

435. **TRANSPORT BRAKES, LTD.,** Bath Road, Brislington, Bristol, 4. Bristol 76077; Transport, Bristol.

T.B.L. brake and clutch linings, including boxed sets and accessories.

Sales Manager, **H. E. Trist.** In attendance, **K. W. Bell, H. R. Burton, R. J. Elmes, W. T. Wilkes.**

279. **TRIST, HUBERT H. P., AND CO., LTD.,** Top Dog Works, Brislington, Bristol, 4. Bristol 77093; Top-Dog, Bristol.

Top-Dog brake and clutch linings.

Sales Director, **A. J. Cogan.** In attendance, **C. C. Smith, C. J. Van den Berg, P. E. Wright.**

397. **UNIVERSAL DAMPERS, LTD.,** Cranmore Boulevard, Shirley, Birmingham. Shirley 2278; Smoothly, Birmingham.

Rotoflo shock absorbers and telescopic dampers.

New.—High-duty Telaflo dampers.

1. **UNIVERSAL POWER DRIVES, LTD.,** Aintree Road, Perivale, Greenford, Middx. Perivale 5688; Unipower, Phone, London.

Rzeppa high and low angle constant velocity universal joints, for vehicle and marine shaft drives.

268. **VANDERVELL PRODUCTS, LTD.,** Western Avenue, London, W.3. Acorn 2251; Steelbak, London.

Steel-backed bearings and bushes.

365. **VOKES, LTD.,** Henley Park, Guildford, Surrey. Guildford 62861; Vokesacess, Guildford.

Air, fuel and oil filters, silencers, distribution rectifiers, spray-booth and engine test room conditioning filters.

Sales Manager, **J. Cairns.** In attendance, **T. Cathie, L. E. C. Stewart.**

386. **WELLWORTHY, LTD.,** Radical Works, Stanford Road, Lymington, Hants. Lymington 520; Wellworthy, Lymington.

Wellworthy pistons and rings, cylinder liners, valve-seat inserts, circlips, light alloy die-castings, Al-Fin bonding system, Wellseal jointing compound.

Next Week

DESCRIPTIONS of the exhibits in the Private Car, Coachwork, Motor-Boat and Caravan Sections of the London Motor Show will be given in our October 24 issue, forming Part 3 of our To-the-Point Trade Guide and Directory.

This will be followed, in our October 31 issue, by an analytical review of the tendencies in car design, as revealed by the Earls Court exhibits, by John Armstrong.

See last week's issue for Part 1 of the Guide—our Stand-Locator and Gazetteer of Exhibitors.

CHASSIS COMPONENTS

New.—Chrome-plated Duaflex oil control rings, components as supplied for Austin-Healey car, Al-Fin light alloy brake drums as used in Aston Martin racing car.

269. **WOODHEAD, JONAS, AND SONS, LTD.,** 177, Kirkstall Road, Leeds, 4. Leeds 20814; Forge, Leeds.

Woodhead-Monroe fluid cushion shock absorbers, conversion brackets, suspension units, coil and laminated car springs, and torsion bars.

231. **ZENITH CARBURETTER CO., LTD.,** Honeypot Lane, Stanmore, Middx. Wordsworth 4343; Zenicarbur, Norphone, London.

Zenith and Stromberg carburetters, conversion sets, master testing carburetters, replacement parts cabinet.

New.—Zenith petrol filters.

Sales Manager, **L. J. Spencer.**

5. **ZINC ALLOY RUST-PROOFING CO., LTD.,** Shakespeare Street, Horseley Fields, Wolverhampton. Wolverhampton 20647; Zincaproof, Wolverhampton.

Examples of components and accessories rust-proofed by the Sherardising system.

Coachbuilders' Supplies

59. **BAMBERGERS, LTD.,** 27-28, Finsbury Square, London, E.C.2. Monarch 4466; Bambergers, Ave., London.

Hard and soft woods, plywood, veneer and wallboard, for body construction, and the like.

241. **BEATON, G., AND SON, LTD.,** Beatonson House, Victoria Road, Willesden, London N.W.10. Elgar 7144; Beatoneen, Harles, London.

Windscreens, car, caravan and boat windows, louvres, ventilators, seating and kindred body fittings.

336. **BOYRIVEN, LTD.,** 54-56, Torrington Place, London, W.C.1. Langham 6265; Boyriven, Westcent, London.

Body fittings and accessories, leather cloths and upholstery, loose covers, rugs, mats, carpets, and the like.

Sales Manager, **J. J. Espinasse.** In attendance, **C. Espinasse, J. N. Bernard, J. L. Archer, R. Miller, F. Salt,** and others.

445. **BRIGHT MANUFACTURING CO., LTD.,** Meteor Works, Barracks Square, Coventry. Coventry 2550; Draftex, Coventry.

Body fittings, such as door seals, weather-strips, mouldings, draught excluders, beadings, window regulators, and the like.

91. **BRITISH INDESTRUCTO GLASS LTD.,** 27-29, Park Royal Road, Willesden, London, N.W.10. Elgar 7761; Indestructo, Harles, London.

Curved and toughened glass, laminated Vinyl safety glazing.

Sales Manager, **Lord Strathcarron.** In attendance, **G. E. Astbury, J. Moriarty.**

306. **CHAPMAN, A. W., LTD.,** Ranelagh Gardens, Fulham, London, S.W.6. Renown 1372; Leveroll, Wesphone, London.

Adjustable car-seat mechanism, car seats and boat seating.

Sales Director, **D. G. Northam.** In attendance, **D. G. Benstead, J.** and **R. L. Harrison, W. A. Wood.**

246. **CONNOLLY BROS. (CURRIERS), LTD.,** 39-43, Chalton Street, London, N.W.1. Euston 1661; Cowhide, Phone, London.

Upholstery leathers and materials, including Celstra, Dulon and Vaumol brands.

Sales Manager, **B. S. Murphy.** In attendance, **J. W. Atkin, W. F. Barton, J. H. Boddy, B. J. D. Murphy, H. W. Price.**

226. **COOPER AND CO. (BIRMINGHAM), LTD.,** The Barleyfield Site, Brynmawr, Brecons. Brynmawr 312; Felting, Brynmawr.

Felt supplies and material, including pads, rolls, strips, washers, mops, bobs and cones, also Croid-Cooper machine-foundation method.

407. **COX AND CO. (WATFORD), LTD.,** Watford By-Pass, Watford, Herts. Watford 5631; Coxanco, Phone, Watford.

Tubular adjustable seating, utility tubular seats, seat fittings, specimens of tubular bending, windscreens and chain controls.

Sales Manager, **J. Dale.** In attendance **F. S. Martin, H. T. Van Uden.**

238. **DOCKER BROS.,** Rotton Park Street, Birmingham, 16. Edgbaston 4111.

Synthetic and cellulose body finishes, stoving finishes, liquid and wax cleaning and polishing preparations.

Sales Director, **P. F. Jones.** In attendance, **J. E. Collins, B. G. Haycraft,** and others.

A NEW 3 in 1 CHARGER

ENGINE STARTING —in a few seconds. Will start a petrol or diesel engine, even if the starter battery is completely flat.

NORMAL CHARGING — 70 12v. batteries weekly. Parked on the bus-bars for day and night charging at 10 amps.

FAST CHARGING —complete in approx. 60 minutes. Wheeled in an instant to the car of the customer in a hurry.

DAVENSET

A NEW 3 in 1 CHARGER which builds goodwill by getting the motorist and commercial vehicle owner "out of trouble"—quickly.

£63-0-0

MODEL R (RAPID) ENGINE STARTER AND BATTERY CHARGER

THIS CHARGER WORKS FOR YOU DAY AND NIGHT

Agents in various territories required. Applicants should have established connections with wholesaler and run own car.

PARTRIDGE WILSON & CO. LTD.,
DAVENSET ELECTRICAL WORKS, LEICESTER

COACHBUILDERS' SUPPLIES

14. **ELLIS, BERNARD J., LTD.**, Apollo Polish Works, Epsom Road, London, E.10. Leytonstone 3771.

Apollo wax and liquid body polishes, Mucky Pup hand cleanser.

New.—Show-pack carton display, hand cleanser.

Sales Manager, **C. D. Davis.** In attendance, **B. J.** and **Mrs. Ellis, A. W. Bass, G. Johnson.**

327. **FIRTH, T. F., AND SONS, LTD.**, Flush Mills, Heckmondwike, Yorks.

Upholstery cloths, carpets, repps, rugs, and kindred materials for coachbuilding.

See You at Earls Court?

"The Garage and Motor Agent" Stand is No. 61 on the ground floor. As usual, it will be full of interest for garagists, with its display of "Business Aids for the Motor Trade"—system forms designed to take the trouble out of garage management.

375. **GENERAL AND INDUSTRIAL PAINTS, LTD.**, 26-27, St. James's Street, London, S.W.1. Whitehall 7134; Ormolac, Piccy, London.

Cellulose, synthetic and stoving enamels, and finishes for body-builders.

21. **GLIKSTEN, J., AND SON, LTD.**, Carpenters Road, Stratford, London, E.15. Amherst 4444; Gliksten, Easphone, London.

Hard and soft woods, plywood, veneers, panels and hardboard for the body-building and other trades.

286. **HAIRLOK CO., LTD.**, Magna Works, Kathie Road, Bedford. Bedford 4271.

Bench and bucket seats, Hairlok arm rests, cushioning, rubberised hair sheet, Latex foam toppings, moulded tool containers and like supplies for the coach trade.

Sales Manager, **G. Griffith.** In attendance, **F. M. Hindle, E. A. Kingston, T. F. Mohr, E. L. Perkins.**

89. **HALFORD, H. AND E., LTD.**, Coronation Works, Ivy Road, Stirchley, Birmingham, 30. Kings Norton 1991; Luxuride, Birmingham.

Bucket seats, seat frames, squabs, cushions, folding picnic chairs, interior body trimmings.

New.—Luxuride car seats, picnic chairs.

Sales Manager, **J. W. Adcock.** In attendance, **D. Wright.**

345. **HALLAM, SLEIGH AND CHESTON, LTD.**, Widney Works, Bagot Street, Birmingham, 4. Aston Cross 0914; Superfine, Birmingham.

Light presswork, body fittings, accessories and seating, windscreens, foam cushioning, locks, mirrors, visors, window-channel, and so forth.

New.—Widney Camlock for car doors.

In attendance, **P. R. Carter, P. Cheston, A. B. Evans, S. Sadler.**

317. **IMPERIAL CHEMICAL INDUSTRIES, LTD.** (Leathercloth Division), Hyde, Ches.

Rexine and Vynide leather-cloth and trimmings for the coachbuilding industry.

New designs are featured.

316. **IMPERIAL CHEMICAL INDUSTRIES, LTD.** (Paints Division), Wexham Road, Slough, Bucks.

Belco body finishes and lacquers, Dulux stoving finishes, and metal pre-treatment systems.

93. **INTALOK, LTD.**, Redfern Road, Tyseley, Birmingham, 11.

Intalok spring seating, caravan and motor boat mattresses.

385. **JENOLITE, LTD.**, 43, Piazza Chambers, Covent Garden, London, W.C.2. Temple Bar 1745; Jenolize, London.

Jenolite rust remover and neutraliser, paint strippers, and kindred compounds.

New.—Emulsion-type degreaser.

Sales Manager, **J. V. Bishop.**

447. **KAROBES, LTD.**, Guy Place East, Leamington Spa, Warwicks. Leamington 448; Karobes, Leamington.

Loose car-seat covers in antique repp, Bedford cord, felt and tartan.

New.—Antique repp material.

Sales Manager, **L. M. Keegan.** In attendance, **Q. J.** and **T. V. Keegan, D. Hanson, J. Hogan, M. Kernick.**

8. **KLADWELL, LTD.**, 24, Gallowgate, Glasgow, C.1. Bell 1827.

Tartan car-seat covers in complete range.

Sales Manager, **J. Baillie.** In attendance, **A. Aitken, A.** and **L. Lawson.**

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GARAGE EQUIPMENT
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COACHBUILDERS' SUPPLIES

305. **LACE WEB SPRING CO., LTD.**, Sandiacre, near Nottingham, Sandiacre 2133; Lace Web, Sandiacre, Nottingham.

Marshall's lace web seating and springing, Foma cushioning and rubberised hair, tubular car seats, trim pads and sections.

In attendance, **J. E. L. Marshall, J. E. Wycherley.**

16. **LATEX UPHOLSTERY, LTD.**, 41, Lonsdale Road, Bayswater, London, W.11. Bayswater 6262.

Latex foam caravan and boat mattresses, car cushions, car-seat conversions, and accessories such as carpets, matting, rugs, and so forth.

New.—Range of loose covers in velvet cords.

Sales Manager, **E. J. Barter.**

9. **LINTAFELT (SOUTHERN), LTD.**, Resiliency Works, Kings Mead Road, Loudwater, High Wycombe, Bucks. High Wycombe 1733; Lintafelt, High Wycombe.

Lintafelt latex-foam cushions, squabs, pads, packing pieces, coated fabrics and P.V.C. for carpeting and upholstery, Lintaflute wadding felt upholstery pads, and the like, together with Andalfoam processing service.

Sales Manager, **F. N. Emery.** In attendance, **F. T. Smith, (Miss) J. C. Stacey, G. W. Stevens.**

329. **MANSELL AND ADAMS, LTD.**, Arcadia Avenue, Finchley, London, N.3.

Upholstery cloths, carpets, car-body hardware and fittings.

18. **MASONITE, LTD.**, Bevis Marks House, Bevis Marks, London, E.C.3. Avenue 2846; Etinosam, Fen, London.

Masonite wood-sheet hardboard, Presdwood panelling, and the like.

Sales Manager, **F. N. Bentley.** In attendance, **W. Garner, J. E. Giles, B. E. Goodman, J. C. Morl, E. N. Pritchard.**

451. **MINNESOTA MINING AND MANUFACTURING CO., LTD.**, Arden Road, Adderley Park, Birmingham, 8.

3-M Underseal abrasives, coatings and adhesives, Corogard chrome coating, Scotch Boy masking tapes.

418. **MOTOR PANELS (COVENTRY), LTD.**, Holbrook Lane, Coventry. Coventry 88061; Motor Panels, Coventry.

Specimens of car wing and panel work.

Sales Manager, **T. G. Smee.** In attendance, **G. R. Allen.**

380. **PINCHIN, JOHNSON AND CO.**, 4, Carlton Gardens, London, S.W.1. Trafalgar 5600; Pinchin, Phone, London.

Body finishes and lacquers, for the coachbuilding trade.

Sales Manager, **W. Ballinger.**

87. **REGENCY COVERS, LTD.**, 381-389, West Green Road, Tottenham, London, N.15. Bowes Park 6821; Regencover, Southtot, London.

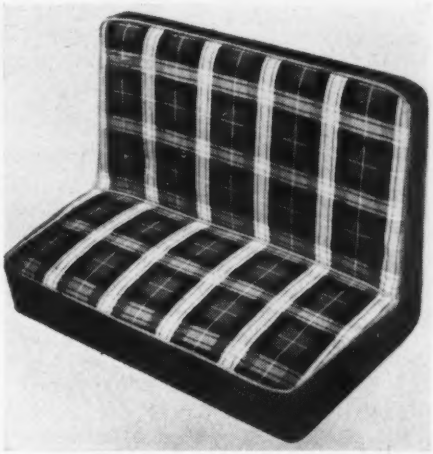
Regency car-seat covers in various materials and designs.

357. **SIMONIZ (ENGLAND), LTD.**, 16, Catherine Place, London, S.W.1. Tate Gallery 9277; Simonizing, Sowest, London.

Simoniz wax polish, liquid and paste cleaners, bodyglaze, chrome cleaner, and windowshine.

New.—Bodysheen compound.

Sales Manager, **A. E. Fram.** In attendance, **R. Cater.**



Regency seat covers (Stand 87).

324. **STEDALL AND CO., LTD.**, Broad Street House, 164, High Holborn, London, W.C.1. Temple Bar 1540; Stedall, Westcent, London.

Body fitting, components and accessories, upholstery and trimming materials, aluminium extrusions, enamels, and the like.

COACHBUILDERS' SUPPLIES

337. **THORNLEY AND KNIGHT, LTD.**, Bordesley Green Road, Birmingham, 9. Victoria 2244; Thornley, Phone, Birmingham.

Synthetic and other enamels, body and yacht varnishes, and cellulose lacquers.

Sales Manager, **C. Knowles.** In attendance, **J. Bull.**

344. **TRIPLEX SAFETY GLASS CO., LTD.**, 1, Albemarle Street, London, W.1. Regent 8171; Tripsaglas, Telex, London.

Triplex laminated and toughened safety glass, as applied to windscreens, windows, visors, and so forth.

80. **TURNER ERNEST (LONDON), LTD.**, Northdown House, Northdown Street, King's Cross, London, N.1. Terminus 6674; Gorgeous, London.

Upholstery cloths, linings, carpets, hood materials, loose covers, body fittings, synthetic coach finishes and the like.

Sales Manager, **A. J. Morris.**

405. **TYRE PRODUCTS, LTD.**, Palace of Engineering, Wembley, Middx. Wembley 1222; Typrod, Wembley.

Rubber-fabric car mats, body packings and pads, bumpers and other rubber products.

New.—Typrod car mat sets with portable dirt traps.

Sales Manager, **D. Castle.** In attendance, **H. Hillson, (Mrs.) G. Fisher.**

92. **WEATHERSHIELDS, LTD.**, 147-169, Bishop Street, Birmingham, 5. Midland 5876; Quipit, Birmingham.

Fittings, accessories and components, such as roof, head and hood fittings, seat frames, arm rests, bumpers, ventilators, radiator muffs, loose covers, brake adjusters, wind deflectors, pressings, cushions and heaters.

New.—Radwarm, roller-blind muffette, smoker's companion, luggage carrier for Austin A40.

Sales Manager, **F. J. Lock.** In attendance, **W. H. Bishop, F. M. V. Church, H. Hughes, J. Luckett, F. W. Taylor.**

442. **WELFIT MANUFACTURING CO., LTD.**, Adelaide Street, Halifax, Yorks. Halifax 5870.

Kumficar seat covers, driving-seat pads, carpets, garage car protector sets, and Aircon air-control unit.

New.—Uncut moquette, wool tartans, Kumfiweave, cotton drill, rubber mats, wing cover detachable linings.

Sales Director, **J. Coleman.** In attendance, **D. Coleman, J. J. Laws, P. Lord, F. S. Link, D. Martyn, J. Ogden.**

359. **WILLENHALL MOTOR RADIATOR CO., LTD.**, Station Works, Neachells Lane, Willenhall, Staffs. Wolverhampton 31214; Wilmorad, Willenhall.

Wings, bonnets and other like components.

New.—Components as supplied for Armstrong Siddeley, M.G., and Riley cars.

Sales Manager, **E. S. Evans.**

326. **WILMOT-BREEDEN, LTD.**, Amington Road, Birmingham, 25. Acocks Green 3344; Bumpers, Birmingham.

Body fittings and hardware, e.g., bumpers, over-riders, ventilators, handles, locks, window-regulators, radiator grilles, lamps, and other car accessories.

New.—Ford Consul bonnet motif, Perspex sun visors.

Sales Manager, **A. Wheatley.** In attendance, **W. Elliott, R. King, F. J. Kyne, V. Lacey, J. Pendry,** and others.

Electrical Equipment

349. **AUTOCAR ELECTRICAL EQUIPMENT CO., LTD.**, 32-34, Albert Embankment, London, S.E.11. Reliance 3861; Autodublee, Lamb, London.

General electrical and other equipment, parts and fittings, by Autolite, Eisemann, Carter, Holley, Borg, Weidenhoff, Scintex, Autoroche, Sabel, Sun Electric, Spica, and Clinton light petrol motors.

Sales Manager, **C. Travers.** In attendance, **E. H. and P. G. Ford, Messrs. Mathews, Potter, Wicks,** and others.

7. **BELLING AND LEE, LTD.**, Cambridge Arterial Road, Enfield, Middx. Enfield 3322; Radiobel, Enfield.

Sparkmaster spark control device, Save-A-Life multi-purpose work light and road signal.

New.—Save-A-Life signal.

Sales Manager, **E. A. Taylor.** In attendance, **E. M. Lee, R. D. Bryce.**

273. **BOSCH, LTD.**, 45, South Audley Street, London, W.1. Grosvenor 3814; Elecbright, Phone, London.

BATTERY - ENGINE - ELECTRICAL

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For fast and accurate engine testing and Performance-improving, petrol-saving tune-up.

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ELECTRICAL EQUIPMENT

Bosch electrical equipment, e.g., magnetos, coils, distributors, starters, dynamos, sparking plugs, lamps, lights, screenwipers, also fuel injection outfits.

Sales Manager, **S. Bright.**

448. **CAMEL ACCUMULATORS, LTD.**, 61, Church Road, Gatley, Ches. Gatley 4221; Camelac, Gatley.

Duralife starting and lighting batteries.

New.—Wall chart.

In attendance, **D. Angel, J. L. Hunter.**

249. **C.A.V., LTD.**, Warple Way, Acton, London, W.3. Shepherd's Bush 3111; Vanteria, Telex, London.

C.A.V equipment for lighting, starting and battery charging, fuel injection outfits for h.s. oil engines, batteries, switchboards, lamps searchlights and other kindred specialities.

389. **CEAG, LTD.**, Queen's Road, Barnsley, Yorks. Barnsley 2208; Ceag, Barnsley.

Lumax bulbs, display and servicing cabinets, torches, transformer units, and the like.

Sales Manager, **G. Shearmur.** In attendance, **H. O. Baugh, J. E. Davies, P. E. Featherstone, N. L. Liles, A. E. Lea, K. D. Millard,** and others.

412. **CHLORIDE BATTERIES, LTD.**, Exide Works, Clifton Junction, Swinton, Manchester. Swinton 2011; Chloridic, Pendlebury.

Exide starting, lighting and ignition batteries.

Sales Manager, **E. Powell.**

408. **COMMERCIAL IGNITION CO., LTD.**, Great West Road, Brentford, Middx. Ealing 2268; Ignimags, Brentford, Hounslow.

General electrical components, including coils, magneto fittings, motors and relays, assemblies, mouldings, and the like.

New.—Various additions to standard range of C.I. products.

363. **COUNTY ELECTRICAL SERVICES, LTD.**, 151, Merton Road, London, S.W.18. Putney 1305.

Factoring display of branded car accessories and components, such as A.C., Champion, K.L.G., Lodge, C.A.V., Lucas, S.U., Delco-Remy, and the like.

In attendance, **H. Cann, G. Garside, J. Hood.**

395. **COX AND CO. (R. W.), LTD.**, Parkway and Delancey Street, Camden Town, London, N.W.1. Gulliver 4461.

Proprietary electrical and other accessories and components by leading manufacturers, e.g., C.A.V., Crypton, Delco-Remy, A.C., S.U., Ferodo, Philco, and World Radio.

Sales Manager, **E. Kverndal.** In attendance, Branch Managers and Sales Representatives.

421. **DELCO-REMY-HYATT**, 111, Grosvenor Road, London, S.W.1. Victoria 6242; Delremhyat, Sowest, London.

Electrical equipment and service parts, car radio and fittings, car heaters, motors, demisters, oil-filled coils, A.C. pump parts, Hyatt roller, and New Departure ball bearings, thrust bearings, and the like.

New.—D.R.H. De luxe car heater.

423. **EDISON SWAN ELECTRIC CO., LTD.**, 155, Charing Cross Road, London, W.C.2. Gerrard 8660; Ediswan, Westcent, London.

Tungar battery chargers, batteries, bulbs leads and cables.

New.—75-volt 6 amp. 2-circuit charger, Ediswan Extra-Life battery.

413. **EXPRESS ELECTRICAL SERVICES, LTD.**, South Road, Kingswood, Bristol. Bristol 74470.

Factors' display of accessories, fittings and components, made by C.A.V., B.T.H., A.C., Delco, Lucas, Lodge, K.L.G., and other leading producers.

New.—Lucas battery with P.R. separators and semi-linkless construction.

298. **LUCAS, JOSEPH (BATTERIES), LTD.**, Formans Road, Sparkhill, Birmingham. Springfield 4422.

Lucas batteries, accessories, fittings and components.

New.—King of the Road batteries.

250. **LUCAS, JOSEPH (ELECTRICAL), LTD.**, Great King Street, Birmingham, 19. Northern 5252; Lucas, Telex, Birmingham.

Lucas electric lighting and starting equipment, together with components.

New.—Twinlamps SE100 Trafficator semaphore indicator.

255. **MAGLEN, A. P., LTD.**, Trafford House, 41, Trafford Road, Leicester. Leicester 67817; Autolites, Leicester.

Electrical fittings and accessories, such as carbon brushes, lamp bulbs, ignition spares, cable, and low-voltage transformers.

In attendance, **C. England, R. Preston, G. Steel, G. B. Yeomans.**

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(2) One each of 25 Holt products, especially selected for their popular appeal.

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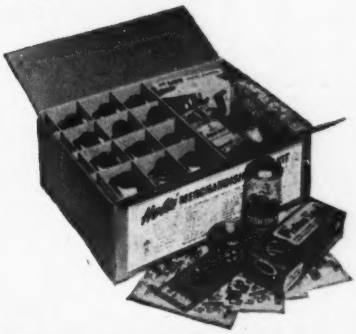

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ELECTRICAL EQUIPMENT

420. **MARCHAL DISTRIBUTORS, LTD.**, Brook Lane North, Great West Road, Brentford, Middx. Ealing 2672; Marchal, Brentford.

Car accessories and fittings, such as lamps, lighting equipment, horns and other kindred products.

381. **OLDHAM AND SON, LTD.**, Denton, Manchester. Denton 2431; Oldhams, Denton, Manchester.

Oldham car and marine starting and lighting batteries, battery-charging outfits.

New.—Red Seal batteries.

401. **PARK BROS., LTD.**, Bankfield Works, Ordnance Street, Blackburn, Lancs. Blakewater 42201; Parkbro, Blackburn.

Park car and marine batteries and electrical equipment, such as contact sets, dynamo and starter armatures, rotors and distributor covers, and switches.

Sales Manager, **J. Walker.** Also in attendance, **D. G. F., W. F.,** and **K. A. Park, A. Richards, B. Reich, A. Sutton.**

416. **PETO AND RADFORD**, Sales Concessionaires, Holsun Batteries, Ltd., 137, Victoria Street, London, S.W.1. Victoria 1431; Holsunbat, Sowest, London.

Dagenite standard and Dual-Life batteries.

239. **RIPAULTS, LTD.**, Southbury Road, Enfield, Middx. Howard 1811; Ripaults, Enfield.

Electric cable in various types, cable storage equipment, harness assemblies, bonnet fasteners, connectors, terminals, and the like.

Sales Manager, **F. R. Madell.** In attendance, **G. A. Roberts, W. F. Carr, J. B. Easton, A. E. Ellis, R. Garton,** and others.

323. **RIST'S WIRES AND CABLES, LTD.**, Lower Milehouse Lane, Newcastle, Staffs. Newcastle, Staffs. 69212; Rist, Newcastle, Staffs.

Cables and leads, harness looms, coils, condensers, leads, battery fittings, and kindred equipment.

245. **SIMMS MOTOR UNITS, LTD.**, Oak Lane, East Finchley, London, N.2. Finchley 2262; Simotunit, East Finch, London.

Fuel-injection outfits, and electrical equipment, such as starters, dynamos, instrument panels, lamps, lights, coils, magnetos, switches, horns, and so forth.

Sales Manager, **A. Piggott.**

415. **TUNGSTONE PRODUCTS, LTD.**, 3, St. Bride's House, 10, Salisbury Square, London, E.C.4. Central 8156; Typify, Fleet, London.

Car starter batteries, stationary cells for garage lighting and charging plants.

Sales Manager, **G. C. Taylor.** In attendance, **H. Stroud, G. Taylor.**

358. **YOUNG ACCUMULATOR CO., LTD.**, Crompton House, Aldwych, London, W.C.2. Chancery 3333; Crompark, Estrand, London.

Crompton car and boat engine starter batteries, of improved construction.

Tyres & Rubber Products

207. **AVON INDIA RUBBER CO., LTD.**, Melksham, Wilts. Melksham 3101; Rubber, Melksham.

Avon H.M. tyre covers, in standard and heavy-duty models, Super Cushion tyres, rubber accessories.

New.—H.M. Whitewall covers.

211. **BERGOUGNAN TYRE CO., LTD.**, 95-100, White Lion Street, London, N.1. Terminus 5358; Bergolois, Nordo, London.

British Bergougnan tyre covers and tubes in all standard sizes.

New.—Silent Comfort whitewall low-pressure tyre, R.Q.E. road, quarry and excavation 6.00-16 tyre.

Sales Manager, **A. J. Shaughnessy.**

202. **BRITISH TYRE AND RUBBER CO., LTD.**, Herga House, Vincent Square, London, S.W.1. Victoria 3848; Britgoods, Telex, London.

B.T.R. tyres, components and accessories, e.g., fan and dynamo belts, radiator connections, flexible fuel and oil tubes, hose, oil seals, and anti-vibration mountings, Cutless propeller-shaft bearings.

New.—Whitewall tyre covers.

209. **DAVIES TYRE CO., LTD.**, Davies Works, The Hyde, Hendon, London, N.W.9. Colindale 8614; Davieskord, Norphone, London.

Davies standard and heavy-duty car tyres, in all popular sizes.

Sales Manager, **F. D. Davies.** In attendance,

COME and SIT DOWN

. . . . . in pleasant friendly surroundings and while you relax, see at close quarters the new B.T.R. Gilt-edged Tyre and you will understand why this hand-built tyre is selling so well on its merits.

Count for yourself its many new features: its wide, flat high-mileage tread built extra thick, extra tough, in a new tread compound embodying a recently developed British superfine carbon black; its unique tread pattern combining with art and science positive non-skid all-weather road-grip with smooth and quiet running, easy steering, and low call on petrol consumption; its new resilient casing of high-tenacity rayon; its new wire-bead stack construction whereby each wire is insulated against chafing.

Join the shrewd band of B.T.R. distributors. Follow the sound business policy of recommending this tyre and reap the full benefit of the extra profits which B.T.R. Distributors enjoy.

B·T·R Gilt-edged TYRES

STAND 202 GALLERY

BRITISH TYRE & RUBBER CO. LTD.
HERGA HOUSE, VINCENT SQUARE, S.W.1

TYRES AND RUBBER

A. E. Pollock, D. E. Churchill, R. Costella, J. Crossley, E. Cleathero, S. R. Owen, G. Thomas.

213. **DUNLOP RUBBER CO., LTD.,** Erdington, Birmingham, 24.

Dunlop tyres and inner tubes in all ranges, rims and tyre accessories.

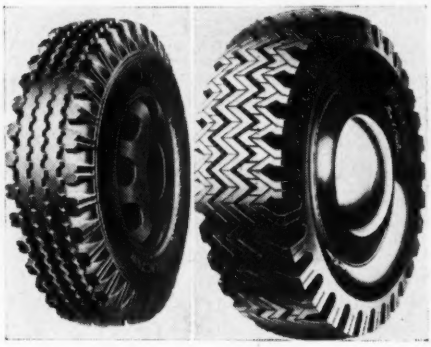
New.—Tubeless tyres, disc brakes.

203. **FIRESTONE TYRE AND RUBBER CO., LTD.,** Great West Road, Brentford, Mddx. Ealing 3456; Firestone, Brentford, Hounslow.

Firestone de luxe and Super balloon tyres, in 4 and 6 ply ratings, bonded rubber-to-metal parts, leakproof inner tubes.

New.—Town and Country traction tyres.

Sales Manager, **W. Young.**



British Bergougnan quarry and excavation tyre (Stand 211). Firestone town and country tyre (Stand 203).

208. **GOODYEAR TYRE AND RUBBER CO. (G.B.), LTD.,** Bushbury, Wolverhampton. Wolverhampton 22321; Gotyruco, Wolverhampton.

Goodyear Eagle and De Luxe all-weather tyres, Lifeguard safety inner tubes, replacement covers, fan belts, gauges, valves, tyre repairing outfits, radiator hose, and kindred products.

Sales Manager, **A. S. Bishop.**

204. **HENLEY'S TYRE AND RUBBER CO., LTD.,** Gravesend, Kent; Milton Court, Dorking, Surrey.

Henley S.G. Super-Cushion tyres, inner tubes, and the like.

205. **INDIA TYRE AND RUBBER CO., LTD.,** Inchinnan, Renfrews. Paisley 4141; Indiatyre, Renfrew.

India and India Super tyres and inner tubes.

New.—White sidewall covers, India Winter type tyre, Superguard inner tube.

215. **JOHN BULL RUBBER CO., LTD.,** Evington Valley Mills, Leicester. Leicester 36531; Jonbulrub, Leicester.

John Bull tyres, tubes, hoses, snow grips, fan belts, carpet mats, repair material and outfits, and various other allied products.

New.—Additional sizes in Flexiwall covers.

Sales Director, **T. T. Laker.** In attendance, **H. H.** and **J. C. Burton, W. Atkinson, H. E. Bitten, L. E. Bott,** and others.

210. **MICHELIN TYRE CO., LTD.,** Stoke-on-Trent. Stoke-on-Trent 48211; Pneumiclin, Stoke-on-Trent. Michelin House, 81, Fulham Road, London, S.W.3. Kensington 1460; Pneumiclin, London.

Michelin X car tyres in 6.00-16, 6.50-16 and 6.70-16 sizes, Michelin standard covers, tubes, and the like.

214. **NORTH BRITISH RUBBER CO., LTD.,** Castle Mills, Edinburgh, 3. Fountainbridge 7351; Weba, Edinburgh.

North British and Dominion tyres and safety vent inner tubes, in all standard sizes, together with other rubber products and accessories.

Sales Manager, **W. E. Crook.** In attendance, **L. J. Evans,** and others.

201. **PALMER TYRE, LTD.,** Herga House, Vincent Square, London, S.W.1. Victoria 8323; Palmertyr, Telex, London.

Palmer wide-tread tyres, in all standard sizes.

206. **PIRELLI, LTD.,** 343-345, Euston Road, London, N.W.1. Euston 3131; Pirellicon, Telex, London.

Pirelli Aerflex standard, Blue Riband heavy-duty, and Extraflex supercushion tyre covers.

Sales Manager, **H. A. Parson.** In attendance, **G. F. Byrne, G. R. Clarke, G. Cracknell, F. R. Dodgson, J. N. Forster,** and others.

Oils and Greases

260. **DUCKHAM, ALEXANDER, AND CO., LTD.,** Rainville Road, Hammersmith, London, W.6. Fulham 3300.

Duckham engine and chassis lubricants, upper cylinder oil, and the like.

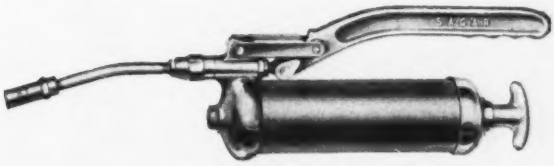
Sales Manager, **S. H. Figg.**

SAGAR Block Buster

FOR USE IN CONJUNCTION WITH MARFAC OR HEAVY FIBROUS GREASES

AIR OPERATED POWER GREASE GUN

Operating pressure 50 lb. to 150 lb. Pressure exerted 10,000 lb.



LEVER GREASE GUN

16 oz. and 24 oz.

High Pressure "Block Buster"

Pressures to 10,000 lb. per square inch.

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UNIQUE TOGGLE LEVER ACTION

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OILS AND GREASES

353. **JOY, EDWARD, AND SONS, LTD.**, Filtrate Works, Kidacre Street, Leeds, 10; Leeds 20773; Joy, Leeds, 10.

Filtrate lubricating oils and greases, brake fluid, running-in compound, penetrating oil, and other like specialities.

New.—Super (Lithium) grease.

In attendance, **J. A. Middleton-Joy, W. F.** and **W. T. Brown, E. A. Kean, G. Potts, A. C. F.** and **J. M. Warner**, and others.

342. **STERNOL, LTD.**, Royal London House, Finsbury Square, London, E.C.2. Monarch 3871; Sternoline, Phone, London.

Sternol lubricating oils and greases, penetrating, shock-absorber and other light oils, brake fluid, anti-freeze mixture.

New.—Anti-freeze compound.

Sales Manager, **G. M. Shurety**. London Sales Director, **W. A. Dercksen**.

Finance & Insurance

85. **BOWMAKER, LTD.**, Bowmaker House, Lansdowne, Bournemouth.
77. **BRITISH WAGON CO., LTD.**, 13, Grosvenor Crescent, London, S.W.1.
78. **CAR AND GENERAL INSURANCE CORP., LTD.**, 83, Pall Mall, S.W.1.
83. **GENERAL ACCIDENT, FIRE AND LIFE ASSURANCE CORP., LTD.**, General Buildings, Aldwych, London, W.C.2.
12. **LOMBARD BANKING, LTD.**, Lombard House, 10, Fell Road, Croydon, Surrey.
55. **MERCANTILE CREDIT CO., LTD.**, 246-250, Regent Street, London, W.1.
11. **MIDLAND COUNTIES MOTOR FINANCE CO.**, Kenning House, Sheffield.
82. **MOTOR UNION INSURANCE CO., LTD.**, 10, St. James's Street, S.W.1.
81. **PREMIER MOTOR POLICIES, LTD.**, Melbourne Place, London, W.C.2.
17. **ROADWAYS TRANSPORT DEVELOPMENT**, 7, Chesterfield Gardens, W.1.
86. **ROOTES ACCEPTANCES, LTD.**, Ladbroke Hall, Barlby Road, London, W.10.
426. **ROYAL INSURANCE CO., LTD.**, 24-28, Lombard Street, London, E.C.3.
13. **SCOTTISH MIDLAND GUARANTEE TRUST**, 5, Forres Street, Edinburgh.
95. **UNITED DOMINIONS TRUST, LTD.**, King William Street, London, E.C.4.
20. **UNITED MOTOR FINANCE CORP., LTD.**, Stoke Park House, Slough, Bucks.
84. **WHITE CROSS INSURANCE CO., LTD.**, Pall Mall East, London, S.W.1.
439. **YORKSHIRE INSURANCE CO., LTD.**, 66, Cornhill, London, E.C.3.

Press

61. **THE GARAGE AND MOTOR AGENT** (The Cable Printing and Publishing Co., Ltd.), 62, Doughty Street, London, W.C.1. Holborn 7771; Arator, Holb, London.

"The Garage and Motor Agent," published weekly, on Saturday. Subscriptions accepted from bona fide members of the motor industry and allied trades. Complete display of "Business Aids for the Motor Trade," including special forms, garage, workshop, filling station, and showroom wall notices. Boyle's "Costing and Charging of Motor Vehicle Repairs," and "Wage Agreements in the Garage Industry," a practical guide to the N.J.I.C. Agreements, are among the many books on show. Also many other publications and "paper machinery" for simplifying management.

60. **AUTOSPORT**, 159, Praed Street, London, W.2.
175. **CARAVAN PUBLICATIONS, LTD.**, 24, Store Street, London, W.C.1.
71. **ILIFFE AND SONS, LTD.**, Dorset House, Stamford Street, London, S.E.1.
73. **MOTOR COMMERCE, LTD.**, 231, Strand, London, W.C.2.
74. **MOTOR WORLD PUBLISHING CO., LTD.**, 73, Dunlop Street, Glasgow, C.1.
453. **PENTON PUBLISHING CO., LTD.**, 2, Caxton Street, London, S.W.1.
76. **TEESDALE PUBLISHING CO., LTD.**, 15-17, City Road, London, E.C.1.
62. **TEMPLE PRESS, LTD.**, Bowling Green Lane, London, E.C.1.
72. **TRADER PUBLISHING CO., LTD.**, Stamford Street, London, S.E.1.

Associations

70. **AUTOMOBILE ASSOCIATION**, Fanum House, New Coventry Street, W.1.
72. (Rear of). **BRITISH MOTOR TRADE ASSOCIATION**, 14, Fitzhardinge Street, London, W.1.
69. **BRITISH ROAD FEDERATION, LTD.**, 4A, Bloomsbury Square, London, W.C.1.
68. **INSTITUTE OF BRITISH CARRIAGE AND AUTOMOBILE MANUFACTURERS**, 50, Pall Mall, London, S.W.1.
67. **MOTOR AGENTS ASSOCIATION, LTD.**, 201, Great Portland Street, London, W.1.
58. **MOTOR AND CYCLE TRADES BENEVOLENT FUND**, 15, Fitzhardinge Street, London, W.1.
63. **ROYAL AUTOMOBILE CLUB**, 85, Pall Mall, London, S.W.1.
66. **S.M.M. AND T., LTD.**, 148, Piccadilly, London, W.1.

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THE BRITISH MOTOR CORPORATION LTD.
BMC

STRICTLY ENTRE NOUS

by LFJ

That London trip

HOW useful, really, is your visit to the Motor Show going to be? The question may be worth posing. One would hazard the guess that there are some members of our trade who get very much less out of these occasions than they might. They feel they should be there, on general principles, but make less than full use of the opportunities Earls Court affords. Show-going is hard work, or should be. Those who do not find it so have something to learn. One attends a trade exhibition for two distinct reasons, the first being to transact business, including both buying and selling. The second object is to obtain information about the products of the industry; also concerning the people who make and sell them. And for some members of the trade it is the second consideration which is the more important.

Expected of you

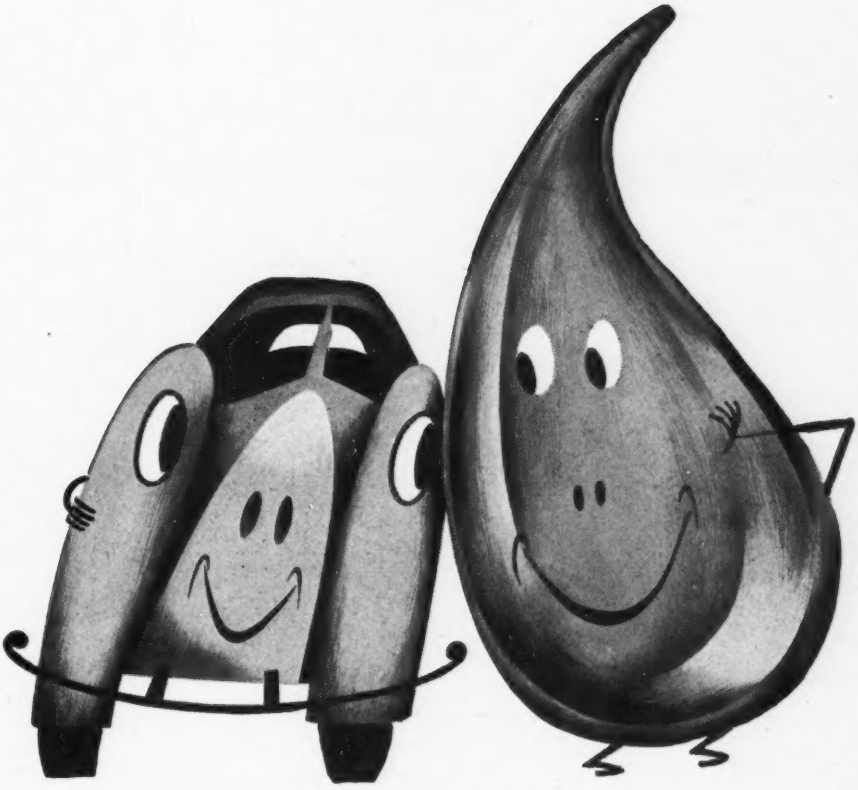
LET none underestimate the importance of being well informed about the line of business in which he is engaged. If you set out to sell motors, then people expect you to know about motors, and not only the particular make that happens to be your main interest. The more knowledgeable an agent is about motoring in general, the greater the confidence the customers have in him. And per contra they have little faith in the man who does not know most of the answers—and generally none at all if he is clearly unworried by that fact. Couldn't-care-less is a disease that is not confined to the lower strata of society. It is, in fact, found at comparatively high levels in the commercial world. Executives who are too lazy to study their trade journals are afflicted with it; so are the fellows who spend most of their time at Earls Court propping bars, and going to parties every evening. That sort of thing may have got by, for some, in the past. But in the future it will not do, because competition is stiffening so rapidly.

Before ——

THERE is so much to see at the Motor Show that one could devote the whole ten days to it quite profitably, at any rate if one cut out the overcrowded Saturday afternoons and evenings. But the majority of us can only spare a few days, which can, in fact, be quite adequate if one goes about the business in the right way. If you organise your visit in advance, it is remarkable what you can get through, but if you arrive at Earls Court unprepared, then you are certain to find, when it is too late, that you have missed quite a few things that you ought to have seen. The drill for this is to have "The G. and M.A." stand-locator neatly mounted up on both sides of a card, and then mark in red the stands you regard as "musts."

—— And after

ALSO, before going to the Show, you want to have the files ready for all the literature you will bring back. The system you have for filing information is one of those things that need overhauling annually, and now is the obvious time for doing that. I have no suggestions to offer about it, as the ideal plan for one office may not suit another, but the great thing to aim at is simplicity. In a small business, particularly, complicated filing arrangements are frightful time-wasters.



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the oiliest oil

Thousands of motorists will see these appealing figures in a powerful advertising campaign in the national and provincial newspapers, in magazines, cinemas and on bus backs.

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A PRODUCT OF ANGLO-IRANIAN OIL COMPANY, WHOSE SYMBOL IS BP

The MOTOR TRADE PARLIAMENT

In which Readers Express their Views

Communications intended for the Motor Trade Parliament should be addressed to The Speaker, "The Garage and Motor Agent," 64 Doughty Street, London, W.C.1.

Canteen Building: Advice Wanted

SIR,—We have decided to enlarge our existing canteen which will mean erecting a new one. This will not be included in the main part of our building, but will be separate and of a semi-permanent nature.

We wonder whether any of your readers could give us their views as to the best type of building suitable for this purpose. We should very much appreciate any advice on this subject.

For Lamb's, Ltd.
D. G. LAMB,
Director.

Woodford Green, Essex.

[*And readers who come forward with advice are assured in advance of an audience ready to listen—and learn.* — THE SPEAKER.]

Supplies Through Factors

SIR,—May I through your columns offer one reply to the "Supplies Through Factors" correspondence.

My father was a model T Ford agent and from that beginning and those teachings, my company has grown. We are not factors but sell our own products or those of manufacturers for whom we are exclusive distributors, and we sell to garages, wholesalers and transport users in Britain and via agents all over the world.

Our representatives are not commission men but shareholders, as are most of the people in our employ, this company being owned solely by the folk who work here.

We have pioneered a mobile showroom service now easily the largest, and solicit business from transport operators only if they handle all their own service in properly-equipped premises with their own full-time mechanics.

We observe the association stop list and do not supply the cafe or hotel-cum-filling-station type.

It is also our policy to book orders when requested through the customer's wholesaler if that factor is a stockist of our goods.

I may add that I fail to see anything unfair in this stated policy but will welcome any constructive criticism.

p.p. Tewel Industries, Ltd.
S. WHITESIDE,
Managing Director.

Darwen, Lancs.

[*Mr. Whiteside's clear and forthright statement of his firm's policy is the only one received so far in response to the invitation in our October 3 issue. Are we to assume that our other factor friends wish to remain silent?*—THE SPEAKER.]

Life of Small-bore Engines

SIR,—Mr. "Fleet Owner" (September 26 issue) should take the advice of a doddering old fool like myself, and do to his fleet what I did to my one and only.

At 20,000 miles I had my cylinders bored out 20 thou., and cast-iron pistons fitted, with a plain ring top and bottom, just as I had in my 500 c.c. Singer motor cycle engine about 1910.

I then faked and adulterated a plain oil myself by adding a pint tin of graphite running-in compound to a five-gallon drum, together with half a gallon of cod-liver oil, as used by makers of pig and poultry meals, and still a "cheap" oil.

After 50,000 miles on this foolish conglomeration I sold out, and the present owner considers he has got a treasure while I am the possessor of a heap of wreckage, and a pack of trouble (though 1948) as regards engine. And I will continue so, until I get some simple cast-iron pistons really fitted, not thrown in hit-or-miss.

Like Mr. "Jhansi," I would ask, "Have we not gone too far (as usual) in the craze for speed based on aero and motor racing technique, practice and materials?"

Racing may improve the breed of New-

Driving through Britain—WITH SPEEDWELL

Whitchurch, Oxfordshire

Still retaining its ancient characteristics, this beautiful Thames-side village cannot fail to delight every motorist.

As a result of half a century of scientific research and rigorous practical testing, Speedwell Lubricants today provide the most effective protection against acid corrosion, and ensure internal cleanliness, maximum engine efficiency, less wear and tear, and reduction of maintenance costs.

use Speedwell – use all your horsepower!

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& at Barking, Northampton, Glasgow & Aberdeen

The MOTOR TRADE PARLIAMENT

Continued from page 238

market, Epsom and Ascot horses, but not of Clydesdales, Shires, Suffolk Punches and Percherons.

Personally, I do not think I lost any speed by fitting cast-iron pistons, and anyhow, I got all I wanted and as much as I expected, and with a reduced petrol and oil consumption. Mr. "F.O." may find a difficulty if he is an urban inhabitant in getting the job done, as no doubt he would rather be "sold" a maker's reconditioned engine with the same trouble all over again at the same x mileage.

My job was done by a craftsman tractor and farm engine repairer, minus aspidistraed, and carpeted showrooms.

TRAVELLER.

[*Cod-liver oil, eh? What do our lubrication experts think of that? Or should I put the question to our nutrition experts?*—The Speaker.]

Queer Neighbours

Sir,—Who, gentlemen, has the queerest or the most unlikely neighbour to his motor business?

Yesterday, in reply to a random query, one old motor trader told me the income tax office had been over his showrooms, usually I look for them over the shops of a well-known multiple tailors.

Don't be shy. I used to be next to the concert hall of a religious organisation.

But some of you undoubtedly have oddly assorted neighbours.

JHANSI.

[*The trouble with queer neighbours is that they usually consider they themselves live next to queer neighbours. And who is to say who is right?*—The Speaker.]

Windscreen Wipers

Sir,—I am certain that the Cubitt, Angus-Sanderson, Ruston Hornsby, Rover 8 h.p., to mention a few of the cars which were in production soon after the 1914-18 war, were not fitted with windscreen wipers as standard equipment.

My earliest recollection of a wiper was a felt-lined spring steel gadget which one slid along the top edge of the screen. I also recall the necessity for drilling the glass when fitting another type, and a very refined screenwiper which was actuated by Bowden control.

If my memory is correct it was about 1924 when Morris cars were first fitted with automatic suction type wipers to be followed by the well-known Lucas electric "Pull out and spin" type.

W. WHIFFIN.

Croydon.

[*Thank you, Sir.*—The Speaker.]

Out of the Past

35 YEARS AGO. "THE G. & M.A." 19/10/18.

DISABLED soldiers who come back to blighty after a prolonged stay in any of the fighting areas, soon begin to learn what war is. A brother of mine is back from the Eastern front, and is in a hospital in my neighbourhood, so we see him quite often. It has been quite amusing to instruct him in the art of rationing, as practised by the stay-at-home civilian. It was petrol which tickled him most, for it seemed that in the land from which he comes motor spirit was (presuming that it is not now) the recognised medium for setting a fire going . . . the soldier who has been absent for two or three years cannot understand how we bear up under it.

20 YEARS AGO. "THE G. & M.A." 21/10/33.

TO give the 1933-4 Motor Show its due appraisement as a very successful event, resort to the highly imaginative figures of the millions of pounds' worth of orders that are indispensable as spice for newspaper accounts, is fortunately necessary. The assessment has to be based on the mood towards spending money on motoring that is revealed by the proportion of the industry's existing and prospective customers who visit Olympia—for however good the attendance, it is but a part of the whole market.

MORRIS 4-CYL. 3-TONNER

ALTERNATIVE ENGINE AVAILABLE

A saving of more than £38 in initial outlay and greater economy of operation are features of the 4-cylinder 24 h.p. side-valve engine announced by Morris Commercial Cars, Ltd., as an alternative power unit for the normal control 3-ton models.

Where the 4-cylinder engine is fitted, a reduction of £32 is made from the standard retail price of the 3-ton chassis, chassis and cab, and complete truck. The reduction in purchase tax amounts to £6 13s. 4d., giving a total reduction of £38 13s. 4d.

C.C. may mean cubic capacity in the cylinder

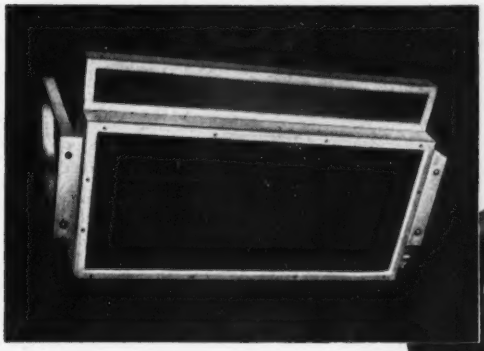
it also means

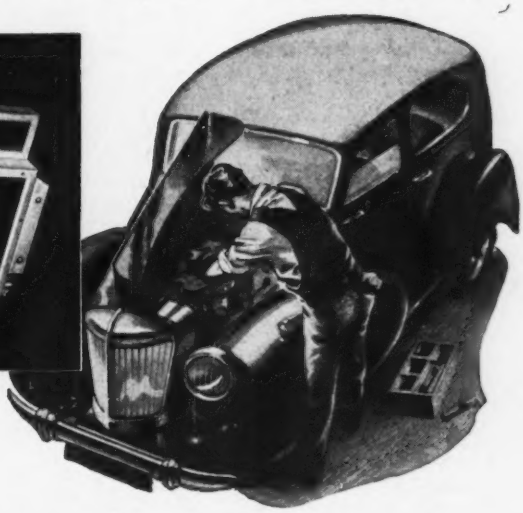
Cold Corners *in the garage!*

IT'S A draughty business, running a garage or a service station. You can't work behind closed doors in an atmosphere of carbon monoxide. So you have to work in draughts and cold corners. But, do you? Not if you let De La Rue Gas-fired *Safety Model* Space Heaters solve your heating problem. They *radiate* heat, direct on people and solid objects, *without wasting energy on the intervening air.*

Designed on the same principle as the miner's safety lamp, these efficient heaters are inexpensive to instal and maintain. They operate simply and *safely* in garage workshops, even near open doors, and they take up no floor space.

Why not have this 'anti-freeze' for your garage or service station installed before winter lowers the thermometer, and keep your men warm while on the job?





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SPACE HEATERS

keep *people* warm

THOMAS DE LA RUE & CO LTD (*Gas Division*)
Imperial House, 84/86 Regent Street, London W1

COMMERCIAL VEHICLE & TRACTOR BUSINESS

By "Transit"

To be commended

MR. GURNEY BRAITHWAITE, of the Transport Ministry, is a man who believes in seeing things for himself. On several occasions he has made lengthy tours to study road conditions and can accordingly judge highway issues in the light of user experience.

Since the Ministry of Civil Aviation was joined with the M.o.T., Mr. Braithwaite has had Mr. John Profumo for a colleague. His duties in connection with air matters are similar to those of Mr. Braithwaite's concerning the roads. A qualified pilot, he kept an aeroplane of his own before the war, and last week took part as a crew member in the New Zealand air race.

To the writer, these activities appear most highly commendable. In his view one of the daily papers was stupid in reproving Mr. Profumo for not sticking to his office desk. The junior ministers of the M.o.T. and C.A. have set an example that might well be followed by those of some other departments. So far as the roads are concerned, Mr. Braithwaite can be sure that we in the motor industry appreciate his efforts to study current problems at first hand.

Fair criticism

Commenting on the annual report of the licensing authorities, on the subject of vehicle maintenance, one of the users' journals takes a line that one would hardly have expected. It remarks upon the well-known fact that many operators of light vans are particularly lax over maintenance, but goes on to say that they are not entirely blameworthy.

The paper suggests that vehicle manufacturers are also at fault in supplying these customers with transport that is in fact ill-suited to its purpose, being based too closely on car practice. The result, it is alleged, is that light vans can constantly be driven at speeds that are really too high, which naturally leads to unduly rapid wear all round.

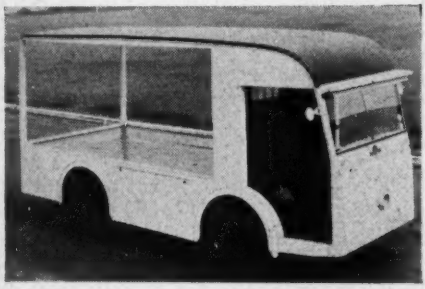
There may be a certain amount of truth in that contention, but if so then it is the drivers who are obviously to blame, and there is no escape at all from that fact. The use of car components, including power units, enables makers to produce light goods carriers at very substantially lower prices than would otherwise be possible, and for that reason alone the practice is certainly quite justified.

If it is necessary to check over-driving, then that is quite feasible. Governors can always be fitted, and it should not be too difficult for designers to produce types that cannot be tampered with by the operators or their employers.

New dairy electric

Among the Morrison-Electricar models at the Dairy Show will be a 20-cwt. chassis of completely new design. It has been developed by Austin Crompton Parkinson, and is of exceptionally robust construction.

This new chassis has wider and stronger axles and frames, greatly improved springing incorporating Silentbloc bushes, increased driver vision, and a turning circle of 31ft.; 8ft. less than on previous models. The batteries are retractable through side body panels, and there is an improvement in the general accessibility of all parts.



A feature of the new 20-cwt. Morrison Electricar is a forward vision mirror over the windscreen which extends the full width of the cab.

High and standard speed axles are fitted to choice, while four or five stage parallel series battery controls are available as optional extras.

The new dairy model on this chassis is offered in two forms, the "SD.20" and "MD.20" having short or medium deck with capacities of 175 cu. ft. and 210 cu. ft. respectively.

It has eliminated the commonest cause of premature battery failure

This battery is something new

☆ The separators, which formerly limited battery life by slowly wearing out and finally 'killing' the plates, are now made of *Porvic*—the microporous plastic that *does not wear* in battery service.

☆ The special long-life Exide plates, freed from dependence on separator life, can now show their full lasting capabilities.

☆ The tough, shock-resistant container, designed to outlast even the long-life plates it holds, is built of *hard rubber*.

Silver Exide

Your Local Exide Service Agent can supply from stock

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SLL.145

The MOTOR INDUSTRY'S NEWS

"CAPACITY, NOT AGE, IS EMPLOYMENT TEST"

GOVERNMENT CONDEMN "TOO-OLD-AT-40" ATTITUDE

COMMITTEE'S REPORT

"THE test when engaging staff should be capacity, not age. Older workers should be given a fair chance to compete on their merits. All who can give effective service should have the opportunity to continue at work."

These important recommendations are given in the "First Report of the National Advisory Committee on the Employment of Older Men and Women," published this week by the Ministry of Labour and National Service. They recall similar recommendations which were given in a "G. and M.A." Terse Talk as long ago as June 30, 1951, when, under the title "Don't Scrap These Men," we made an appeal for management to develop a more common-sense attitude towards the over-40s.

This attitude is also referred to by the committee, who **"are convinced that the principal barrier to the extended employment of older persons lies in traditional attitudes of mind, and that only a better understanding of the issues is likely to change them."**

Stressing that the proportion of older people in the population is rising steadily, the committee state that the number of men of 65 and over and women of 60 and over in Great Britain in 1911 was 2¾ million, or 1 in 15. In 1951 there were 6½ million, or 2 in 15, and by 1977 the proportion is expected to be 3 in 15.

DEMAND FOR SPEED

"In later middle age, people tend to move away from occupations which make severe demands for speed, agility or sustained heavy muscular effort," say the committee. "Contrary to popular belief, demands for speed appear to be a more frequent and stringent limitation than demands for muscular effort.

"The older person is at some positive advantage on jobs which require accuracy and attention to detail. He compares favourably in regularity of timekeeping, in conscientious application and in other directions, and has a rare value as a teacher of his craft to the young.

"The high rate of unemployment among older workers indicates their difficulty in finding new work. Of the 30,000 persons who were continually unemployed throughout 1952, 60 per cent. were over 50. The difficulties are greatest for professional people, higher executives, management, clerical and unskilled manual workers. Reasons for the difficulties include:—

"Traditional attitudes towards older workers—remnants of the old feeling expressed in the familiar words 'Too old at 40.'

"Pension schemes to which the older worker can be admitted only at extra cost to the employer.

"Recruiting exclusively from schools or college leavers.

MORE INFORMATION WANTED

The committee's next task is to take stock of current research and to determine what further research is desirable. More information is wanted about such things as fitness and capacity for work at later ages, about productivity of older workers in comparison with that of younger workers on various types of work, about absenteeism and time-keeping and about accident rates.

Meantime, the committee want the report to be discussed by employers, workers, and the public generally. They want to know the reaction to their suggestions and recommendations. The practical response and criticisms that may be made, will help the committee in their future deliberations.

Copies of the report are obtainable, price 2s. nett, from H.M. Stationery Office, or through booksellers. A popular pamphlet based on the report can also be obtained, free of charge, from any local office of the Ministry of Labour and National Service.

DOMINION – the driving spirit!

Motorists who want a thoroughly reliable *non-premium* motor spirit prefer to fill their tanks with DOMINION. This dependable spirit is distributed and guaranteed by the National Benzole Company Limited, the organisation owned and entirely controlled by the producers of British Benzole.

MOTOR INDUSTRY'S NEWS

GARAGE TO BE DEMOLISHED FOR CAR PARK

NOTTINGHAM COUNCIL DECIDES

Nottingham City Council, by 38 votes to 23, have adopted a scheme proposed by the Finance and General Purposes Committee, to demolish business property, including a large garage, in Trinity Square, Nottingham, to make way for a corporation car park to accommodate 110 vehicles.

The garage premises involved are those of Sam Ward and Sons, Ltd., who have been established there since 1925. L. Ward, a director of the firm, states they have facilities for parking between 90 and 100 cars, and the company's garage, which includes basement and yard, is continually in use for parking.

He comments: "It does not seem to make sense to demolish the entire block to provide a site for parking 110 vehicles."

The committee's report states the site is owned by the corporation, and the proposal to pull down the property was not a new one. Tenants were given notice some time ago, but these were eventually withdrawn.

It was pointed out that the council had accepted the policy of a development plan of siting car parks at points close to where radial roads intersect with the ring roads.

The report states that the present buildings produce an income of £1,910, and had a rateable value of £1,118. **It is estimated that if the site is cleared and used as a car park the excess of income over expenditure, with charges as at present, will be £1,320, and the rateable value £200.**

It is possible, and suggestions have been made in this direction, that the site may be used for a multi-storied car park.

CONDEMNED. — The premises of Sam Ward and Sons, Ltd., which form part of a block of property in Trinity Square, Nottingham, the corporation are to demolish to provide a car park. (Report on this page.)

B.T.C. ROAD VEHICLE SALES

PLANS FOR DISPOSAL

Approval of the arrangements for the first sales of road haulage equipment in accordance with the provision of the Transport Act, 1953, was announced this week in a statement issued on behalf of Sir Malcolm Trustram Eve, Q.C., Chairman of the Road Haulage Disposal Board.

The arrangements are described as a process of "putting the small man back into road haulage," and forecast that a fairly large proportion of the 32,000 vehicles to be sold will have changed hands by May, 1953.

The British Transport Commission state that under the arrangements approved by the disposal board they will offer to private interests about 1,500 units, in which are included 10,000 vehicles.

More than 2,000 of the vehicles will be submitted for sale in lots of from one to four vehicles, and no unit will include more than 50. Nearly half the units will include operational premises.

All stores held on stock account will be excluded from sales of units, but buyers will be given the opportunity of acquiring reasonable quantities at agreed prices.

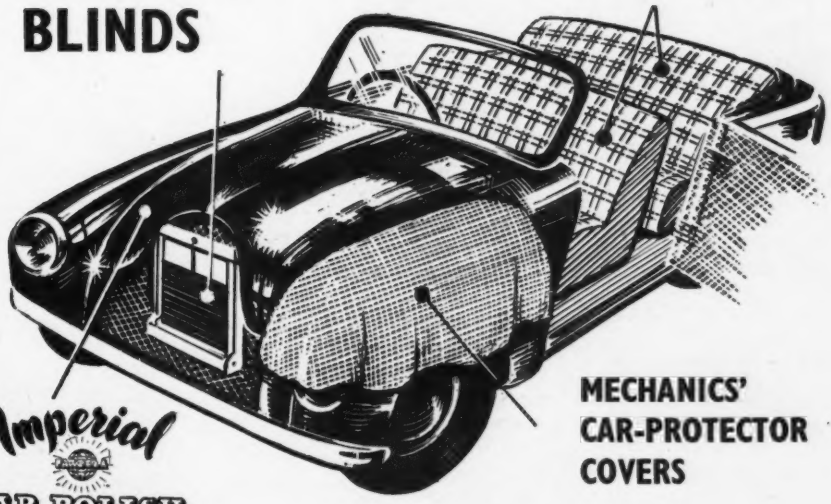
The property will be offered in three-monthly schedules, all of about 3,300 vehicles. Advertisements of invitations to tender will be published at monthly intervals from November, and it is intended that transfers of property in the three schedules shall be completed in March and April.

Imperial

PRODUCTS

The NEW dashboard-controlled RADIATOR BLINDS

NEW LOOSE SEAT COVERS



MECHANICS' CAR-PROTECTOR COVERS

Imperial CAR POLISH

COACH BUILDERS No. 2 POLISH. FARECLA RUBBING-DOWN COMPOUNDS. No. 1—Fine. No. 2—Machine or Hand. No. 7—Medium.

★ TRADERS, FACTORS and EXPORT AGENTS are invited to send enquiries.

See them all at

STAND No. 270 Motor Show, Earls Court, Oct. 21–31

All Imperial Products are Manufactured by

BROADFIELDS GARAGE AND ENGINEERING CO LTD

Standard House, Cockfosters, Herts. Tel.: Barnet 7301/2/3. Grams.: Broadfield, Barnet

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MOTOR INDUSTRY'S NEWS

HAPPY GOLFERS.—A group of the players and their guests at the annual Morris dealers' golf tournament held at the Newport, Mon, Golf Club. (Report on this page.)

BUSINESS DEVELOPMENTS

Pilgrim Mobile Units, Ltd., of Ringwood, Hants, have been appointed sole concessionaires for the Middle East for **Berkeley Coachwork, Ltd.**, and **Carlight Trailers, Ltd.**

Charles G. S. Buist, Ltd., St. Mary's Place, Newcastle-on-Tyne, have been appointed main distributors for Armstrong shock absorbers centred at Newcastle and their Darlington branch. At both these centres, the company point out, they stock a fully comprehensive range of units covering all makes and types of vehicles. On application to either centre, readers can obtain literature which provides a ready reference to all types of units stocked, as well as details of the replacement service.

Simpson's of Caxton have recently acquired the Caxton Gibbet Garage, a well-positioned service station site near the famous landmark at the junction of the Royston-Huntingdon and Cambridge-St. Neots roads. The site is being redeveloped on up-to-date lines.

Wellworthy, Ltd., of Lymington, Hants, have established the following area offices: London.—2, Caxton Street, Westminster, S.W.1, tel., Abbey 5579. Representative, **S. Amos.** Birmingham.—National Employers House, 36, Cannon Street, Birmingham, 2 tel., Midland 0570. Representative, **G. M. C. Hawke.**

Small and Parkes, Ltd., opened on October 5 another Don service depot at 13a, St. Peter Street, Ipswich, to meet the immediate requirements of the motor trade in East Anglia. This depot is under the supervision of their representative, **S. W. Edwards.**

MORRIS DEALERS AT GOLF

The 14th annual Morris dealers golf tournament arranged jointly by the City Motor Co. (Cardiff), Ltd., and Wellsteed's County Garage, Ltd., Newport, Mon., was held this year at the Newport, Mon., Golf Club, Rogerstone.

The winner of the medal competition was **L. Pike**, who became the holder of the Silver Challenge Cup. The second prize went to **G. R. Godfrey**, and the visitors' prize to **G. H. Dawkins.**

The prizes were presented by General Sales Manager **Tom Sangster**, of Morris Motors, Ltd.

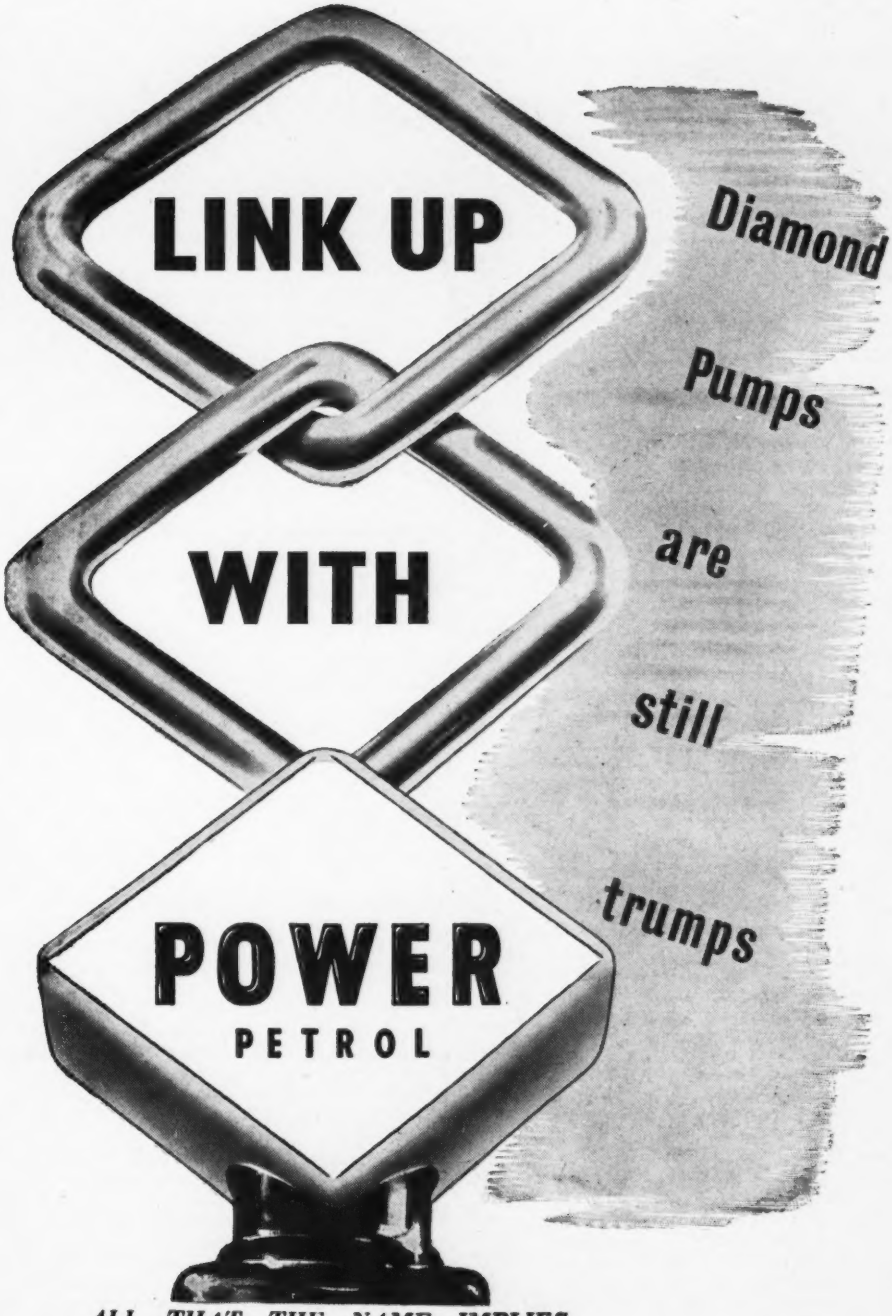
TALK ON SUBMARINES

With stories of derring-do in the submarine service, mainly performed during the two world wars, Captain H. Moy, C.B.E., R.N. (Rtd.), held the rapt attention for over an hour of a gathering of members of the London motor trade at Westminster on Monday.

The occasion was a dinner-meeting of the West London Motor Traders' Association at which there was an attendance of some 115 members and their friends.

President **A. C. Smith**, of the association, was in the chair.

:: :: **New Castrol Charts.** — New lubrication charts recently added to the Castrol range cover Riley 1½-litre (RME) 1952/3, Riley 2½-litre (RMF) 1952/3, and the Standard Vanguard (phase II) 1953. Copies are available free on request to C. C. Wakefield and Co., Ltd., 46, Grosvenor Street, London, W.1.



ALL THAT THE NAME IMPLIES

MOTOR INDUSTRY'S NEWS

CAMBRIDGE 1953 HIGHSPOT

M.A.A.'S EFFORT FOR FUND

Well up to the name it has made for itself as a social event and as a leading supporter of the Benevolent Fund, the annual dinner and ball of the Cambridge Section of the Motor Agents Association was held in Cambridge on Friday last week.

As usual, members and a number of manufacturers combined to make the occasion a success, and, also as usual, it was not marred by long speeches.

Section Chairman **"Bill" Cullin** proposed a toast to the guests, among whom were General Secretary **C. W. Cudlipp**, of the Benevolent Fund, and Mrs. Cudlipp; also M.A.A. Divisional Chairman **W. C. Bristo** and Mrs. Bristo, the Mayor and Mayoress of Cambridge, and Judge Lawson Campbell.

One of the features of the evening was a "motor trainer" operated by expert police drivers. At 2s. 6d. a time, competitors helped the Fund and tested their own driving skill.

During his remarks, Mr. Cullin said it was significant that this competition should be held about a week before Road Safety Week began, with better roadmanship and courtesy as its theme. **It was a subject of close interest to the motor trade, whose aim always was to make and maintain the vehicles that passed through their hands in a safe and roadworthy condition.**

Replying on behalf of the guests, Judge Lawson Campbell paid a high tribute to the garage trade. He said that as one who put up a very high mileage every year, he relied on members of the trade to keep him on the road . . . and he had never been let down. He felt that the motor trade had achieved great things, particularly during the war.

EXETER PUMP INSPECTIONS

Exeter Weights and Measures Inspector G. W. J. Kerslake states in his annual report for 1952-53, that of the 132 measuring instruments for petrol and oil inspected during the period, 60 were correct, 30 were rejected, and 42 were verified and stamped.

Nine new underground petrol tanks were installed, and five were put out of action. Eight electrically-operated petrol pumps were installed. Petroleum storage licences issued in the city during the year covered 968,619 gallons of petrol.

SHELL FARM-OILS POLICY

DISTRIBUTION CHAIN COMPLETED

Shell-Mex and B.P., Ltd., announce that they are appointing authorised distributors to handle burning oil, vaporising oil and certain other petroleum products for the agricultural market.

In "The G. and M.A." of September 5 it was reported that Shell tractor oil distributors were being appointed for the supply of lubricants to the agricultural market. Commenting on this development, the company say:—

"We are thus as a company enlisting the services of firms with strong local connections and contacts, with an intimate knowledge of the farming community in their particular areas, as the last link in our chain of distribution."

The company add that they will continue to supply direct the large farming consumer and there will be no increase of price to the customer.

HENLEY'S STAFF SOCIAL

A fine example of good relationship existing between management and workpeople is the staff dinner and dance held annually by the Henley Organisation.

This year's function took place last Saturday evening when over 650 members of the staff from all parts of the country gathered at the Dorchester Hotel, London, to greet old and new friends. Also among the guests were a number of the company's pensioners.

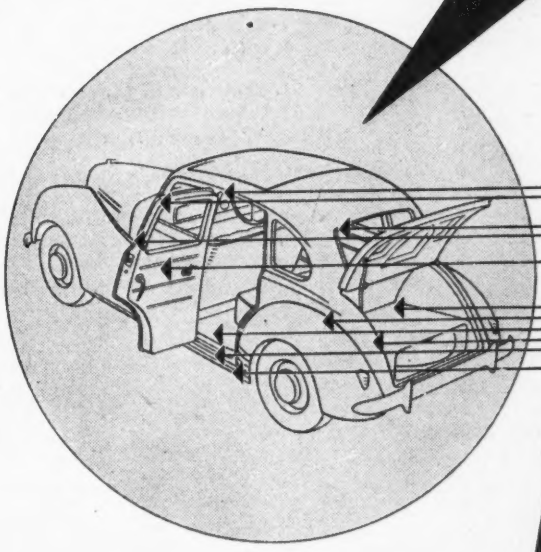
The toast to "The Henley Companies" was proposed by **W. G. Turner**, of the Brighton branch, who recalled that from a small beginning 40 years ago he had seen Henley's grow into the present-day organisation.

In his response, Director **W. F. Bishop**, of the Organisation, who presided, read a telegram from their Chairman, **Sir John Dalton**, expressing regret at being unable to be with them, as owing to a delay in his arrangements he was taking a late holiday in Madeira.

There was a pleasant interlude when General Manager **F. A. Anderson**, of W. T. Henley's Telegraph Works Co., Ltd., presented their late Chairman, **Sir Montague Hughman**, with a token gift from the staff and workpeople of the organisation to mark his retirement. The actual presentation—a case of pipes—had been made earlier in the year.

Don't just stick it . . . .

'Bostik' it!



All British Car Manufacturers use 'Bostik' for one or more of these operations . . .

- *Sticking draught excluders to doors, boot lids and sliding roofs.*
- *Lining floors of boots and tool boxes.*
- *Sticking running board rubbers to metal.*
- *Sticking stone guards to rear wings.*
- *Sticking anti-chafing strips under bonnet covers.*
- *Sticking floor carpets.*
- *Sticking anti-drum felt.*
- *Bulkhead sealing.*
- *Sealing piping between rear wing and body.*
- *Drip Mould Sealing.*

The 'BOSTIK' System of Adhesion includes 'Bostik' Adhesives, Prestik, and 'Bostik' Sealing Compounds developed to meet the motor industry's never-ending demand for faster, cheaper, and more efficient production methods.

PRESTIK

* *The word "Bostik" is a registered trade mark of the*

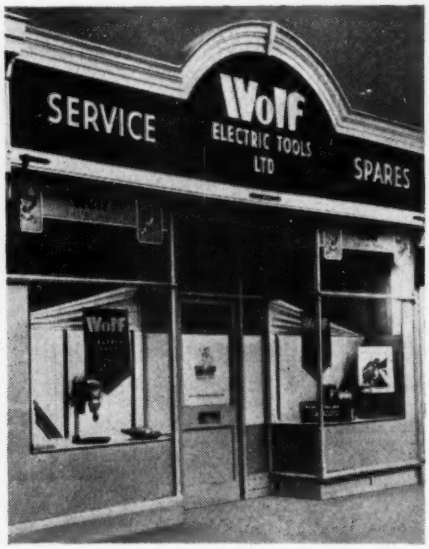
B. B. CHEMICAL CO. LTD., Ulverscroft Rd., Leicester

MOTOR INDUSTRY'S NEWS

WOLF'S NEWCASTLE BRANCH

WILL COVER NORTH-EASTERN AREA

Wolf Electric Tools, Ltd., have recently opened a service branch at 322, Scotswood Road, Newcastle-on-Tyne. This branch, which is conveniently situated within a few minutes' walk of the Central Station, is



Attractive frontage of the new premises.

under the personal supervision of **R. Montgomery.**

It will serve the needs of the Northumberland, Cumberland, County Durham and North Riding areas for which **G. Scholes** is the area representative.

INTRODUCING THE PATHFINDER

A party was held in the Pall Mall showrooms of J. James (London), Ltd., on Tuesday, to introduce the new Riley 2½-litre Pathfinder.

Among the many guests was **Lord Nuffield.** A little speech of welcome was made by Chairman and Managing Director **R. "Jimmy" James,** of J. James, Ltd., and the new model was introduced by Nuffield Sales Manager **Tom Sangster.** Leading features of the car were outlined by Chief Designer **G. M. Palmer.**

HIGH FUEL-COST DANGER

S.M.M.T. PRESIDENT'S WARNING

Speaking to the Press about the forthcoming Motor Show, President **W. R. Black,** of the Society of Motor Manufacturers and Traders, said that there was a trend towards producing "baby cars" which were different from the stark continental models. British small cars he described as "models in the low price range designed for what is really needed for this special market—cheap motoring for the family."

He said that it was important not to get this trend out of proportion, for all types of cars produced have their places "in providing the range of choice for the industry's customers here and abroad."

He went on to say: **"There is danger that the high cost of fuel here may force our manufacturers to concentrate unduly on small engines. If that were to happen then we would stand to lose heavily in the many markets where higher-powered cars are called for."**

The President then talked about what he called "the colossal taxation that the motoring community has to pay." He stated that £60 was the average amount of tax paid for each vehicle yearly, apart from purchase tax, and this high figure was affecting industry generally by forcing up transport prices.

"The industry is reducing its prices; the Government must relax its taxes and give a fillip to the trend the whole country needs," he said.

MEASHAM SALE AWARDS

Members of the motor trade who received awards at the autumn exhibition and special sale held by the Measham Motor Sales Organisation were:—

Class 2 (post-war cars up to 12 h.p.).—**B. J. Williams and Son, Ltd.,** 113-5, Abbeydale Road, Sheffield, who entered a 1951 M.G. Type T.D.

Class 4 (pre-war cars up to 12 h.p.).—**G. K. Hunter, Ltd.,** Wentworth Street, Peterborough, who entered a 1939 Standard 8 h.p. saloon.

Class 6 (motor coaches). — **Millburn Motors, Ltd.,** Millburn Street, Glasgow, who entered a 1951 Commer 33-seater coach.

The prizes were presented by Sales Manager **Desmond Rootes,** of Humber, Ltd., and the Hillman Motor Car Co., Ltd.

NO ORDINARY FAN BELT—BUT ONE WITH A PEDIGREE

The reputation of **Raybestos BRAKE LININGS & CLUTCH FACINGS** *is behind the production of the* **Raybestos FAN BELT**

Note three-quarter length carton providing protection as well as an attractive appearance—equally suitable for binning or hanging on pegs.

Order from your nearest Raybestos Stockist.

Exclusive distributors of Raybestos Products in the Eastern Hemisphere.

MOTOR INDUSTRY'S NEWS

Motor Show Functions

Monday, Oct. 19

Joseph Lucas (Export), Ltd., overseas dinner, May Fair Hotel.

Tuesday, Oct. 20

Society of Motor Manufacturers and Traders annual banquet, Grosvenor House.

Wednesday, Oct. 21

Motor Ball, Grosvenor House.

Thursday, Oct. 22

Daimler/Lanchester cocktail party, Dorchester Hotel.

Standard dealers and distributors dinner, Hyde Park Hotel.

Nuffield annual distributors dinner, Grosvenor House.

Friday, Oct. 23

Fellowship of the Motor Industry annual luncheon (members only), Connaught Rooms.

Riley Motor Club annual showtime dinner-dance, Park Lane Hotel.

Sunbeam-Talbot Owners Club annual dinner-dance, Dorchester Hotel.

Phoenix Steel Tube Co. cocktail party, Hyde Park Hotel.

Tecalemit, Ltd., cocktail party, Savoy Hotel.

Parson's Chain Co., Ltd., cocktail party, Dorchester Hotel.

Monday, Oct. 26

Austin Motor Co. dinner, Grosvenor House.

Tudor Accessories cocktail party, Gunter's, Park Lane.

Vauxhall domestic dealers dinner, May Fair Hotel.

Tuesday, Oct. 27

British Wagon Metropolitan motor trades cocktail party, 23, Knightsbridge.

Motor Agents' Association annual dinner, Dorchester Hotel.

Manufacturers and Distributors of Garage Equipment luncheon, Trocadero Restaurant.

Shell-Mex and B.P. film show and cocktail party, Shell-Mex House.

Joseph Lucas agents dinner, Connaught Rooms.

Wednesday, Oct. 28

Ramsome and Marles Bearing Co. cocktail party, Hyde Park Hotel.

Raybestos stockists dinner, Piccadilly Hotel.

Rolls-Royce annual distributors dinner, Dorchester Hotel.

Singer Motor Show party, 23, Knightsbridge.

Thursday, Oct. 29

Oldham and Son service station dinner and cabaret, Park Lane Hotel.

Friday, Oct. 30

Vauxhall-Bedford Dealers Club (London Region) annual dinner, Grosvenor House.

I.M.I. LECTURE-MEETINGS

METROPOLITAN AREA

Institute of the Motor Industry are holding a course of lectures on management studies by John D. Scott, M.A., during the forthcoming months.

All lecture-meetings will be at the I.M.I. headquarters, 40, Queen's Gate, London, S.W.7, and each will begin at 7.30 p.m. The dates and subjects are:—

Oct. 19.—"Principles of Organisation;" Nov. 3.—"Basic Management Responsibilities—Selecting and Training Staff;" Nov. 17—"Basic Management Responsibilities — Studying Methods of Work;" Dec. 1.—"Basic Management Responsibilities — Handling People, Dealing with Changes, Complaints and Grievances."

In addition, a lecture-meeting will be held at 7.45 p.m. on November 10 at Queen's Gate, when the guest speaker will be Mr. W. Robson Brown, M.P., whose subject will be the "Principles of Management Related to the Motor Industry."

BRISTOL BREAKS RECORDS

SMASHES SIX IN CLASS E

The six new International Class E speed records which were established, subject to official confirmation, by a Bristol 450 two-litre sports coupe last week, were:—

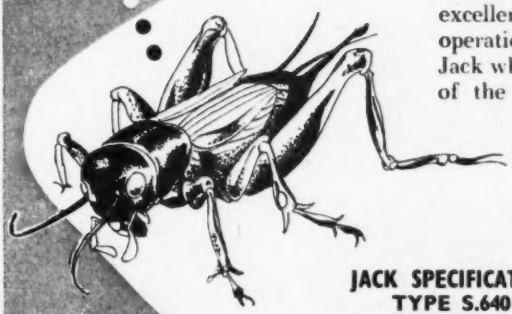
(1). 200 miles at 125.87 m.p.h. (previous figure, 120.13 m.p.h.); (2). 500 kilometres at 116.10 m.p.h. (previous figure, 112.27 m.p.h.); (3). Three hours at 116.42 m.p.h. (previous figure, 112.42 m.p.h.).

(4). 500 miles at 115.74 m.p.h. (previous figure, 112.25 m.p.h.); (5). 1,000 kilometres at 115.49 m.p.h. (previous figure, 112.20 m.p.h.); (6). Six hours at 115.43 m.p.h. (previous figure, 110.91 m.p.h.).

Fina Petroleum Products, Ltd., have appointed **J. E. Cook** as Regional Manager of their North-East Region at Gunness, Lincs. He succeeds **J. W. Roberts**, who has left the company.

Power to Weight ratio

The hind legs of the Cricket are so large and muscular and so beautifully designed that it can leap tremendous distances with the maximum economy of effort. The same excellence of design and effortless operation are features of the S.640 Jack which can lift 6 Tons at a touch of the operating lever.



JACK SPECIFICATION
TYPE S.640

Minimum Height	10"
Power Lift	7"
Hand Extension	5⅛"
Extended Height	22⅛"
Handle Length	36"
Weight (lb.) filled, less handle	25½
Weight of Handle (lb.)	5
Capacity (in tons of 2,240 lb.)	8

This Jack is supplied as standard equipment to the following vehicle manufacturers : —
A.E.C. E.R.F.
LEYLAND

Refill with Millennium Jack Fluid only

MILLENNIUM
HYDRAULIC AND SCREW JACKS
MIDAS

Lake & Elliot Ltd.
BRAINTREE ENGLAND

Be sure to visit us at STAND No. 360 (Gallery), at the Motor Exhibition, EARLS COURT

MOTOR INDUSTRY'S NEWS

PERSONAL PARAGRAPHS

J. R. Inwards, Ltd., automobile distributors and engineers, High Street, Ruislip, Mddx., have appointed **B. J. Hardacre** to their board. Mr. Hardacre, who has been with the company for some years, will continue to act as General Manager and Secretary.

J. A. Smith has been appointed to the board of W. Watson and Co. (Liverpool), Ltd., the company he joined as an apprentice mechanic on leaving school 32 years ago. He is already an Executive Director of their subsidiary company, Grosvenor Motor Co., Ltd., of Chester. Mr. Smith is also the present Chairman of the West Lancs. and Cheshire Division of the Motor Agents' Association and is a Freeman of the City of Chester. It will be recalled that W. Watson and Co. (Liverpool), Ltd., recently made an application to the Liverpool Stock Exchange for a quotation for the whole of their issued share capital.

J. A. Smith

Honorary Fellowships of the Institute of the Motor Industry have been conferred on **Arthur Hirst**, of Hirst Motors, Ltd., Armitage Road, London, N.W.11, and on **A. F. Palmer Phillips**, Kirkeaton, Longcroft Avenue, Harpenden, Herts, in recognition of their services to the motor industry and the institute in particular. Both Mr. Hirst and Mr. Palmer Phillips are Past Presidents of the Institute.

S. J. ("Sam") Perry, previously Southern Manager of Dunlop's Dunlopillo division, has been appointed Sales Manager of Dunlop Special Products' plastic division.

Standard Motor Co., Ltd., have appointed **Kenneth Aspland, A.C.A.**, who has been secretary of the company for the past 10 years, to be a member of the board. He thus becomes Director and Secretary.

S. W. Fryer, who has been associated with Wellworthy, Ltd., for a period of over 30 years, has recently resigned his position as Sales Manager of Associated Engineering Sales, Ltd., to join Sheepbridge Engineering, Ltd., operating from Chesterfield.

C. D. Morgan, F.C.I.S., has been appointed Secretary of the British Road Federation in succession to **A. A. E. Morgan, A.C.A.**, who has resigned to take up an industrial appointment.

His many friends in the motor industry will express sympathy with Director and Chief Engineer **Harold W. Irving**, of the Champion Sparking Plug Co., Ltd., on the death of his wife on October 4. Mrs. Irving had been in poor health for some time.

A. J. G. Spencer, who has been a Director of both Norfolk Tractors, Ltd., and Norfolk Tractor Works, Ltd., for some time, has now been appointed Managing Director of both companies.

The engagement has been announced of Sub-Lieut. Lovell Ralph Dunstan, R.N., and **Miss Patricia Mary Mumford**, elder daughter of Managing Director **W. Roy Mumford**, of W. Mumford, Ltd., motor agents and engineers, St. Andrew Street, Plymouth.

Friends of Managing Director **Frank Pedley**, of King and Harper, Ltd., Cambridge, will be pleased to hear that he is making a good recovery from his recent operation, and that he hopes to be well enough to be back in the business soon.

The death took place on October 7 of **J. E. Gerring**, who was Manager of Layton's Garage, the Bicester branch of City Motors (Oxford), Ltd.

John Frank Herbert Gittins, second son of **A. G. Gittins**, has been appointed to the board of A. T. Gittins and Sons, Ltd., Irving Street, Birmingham, 15.

E. J. White has been appointed General Manager of the recently opened Abbey Service Garage, White Abbey Road, Bradford, a branch of A.B.C. Garages (Bradford), Ltd.

Lister Equipment, Ltd., of Manchester, have acquired new works at Ashfield Road, Burnley, for the manufacture of their shampoo dispensers and of the new Foam-Master wall-mounted model now in production for this year's Motor Show. All business, however, will continue to be transacted from their sales office, 3, Charlotte Street, Manchester, 1. Tel.: Central 5520. Their Burnley works number is Burnley 6826.

THE "Pelican"
BI-HEXAGON
BOX-SOCKET SETS
1/2" SQUARE DRIVE
Garringtons
PELICAN
BOX SOCKET SET
Superb new Box Socket Sets which set a high standard in both versatility and stability.
Forged by a new process from top-grade Chrome Alloy Steel, heat treated for extra hardness and carefully machined to close limits.
Special sets can be made up to customers own requirements. Boxes are of steel, stove enamelled in maroon with compartments to house each component
Garringtons
GKN
GARRINGTONS LIMITED, BROMSGROVE, WORCS. & DARLASTON, STAFFS.

MOTOR INDUSTRY'S NEWS

DEAD FLIES GIVE EVIDENCE

IN RADIATOR REPAIRS DISPUTE

Dead flies trapped in a car radiator were brought to the attention of the Registrar at Lambeth County Court last week as evidence **that the radiator had been used a good deal since the time it was repaired and cleaned.**

In the action, Bone and Pays Services, Ltd., The Garages, Cheltenham Road, Peckham Road, London, S.E.15, sued Mr. William Robson, a company director, of Newcastle-on-Tyne, for £5, which they said was owing for repairs to the radiator.

Mr. Robson's defence was that the repairs had not been done properly. In a letter to the Registrar, he said: "I drove to Newcastle in the car, but the engine heated up every few miles."

Director James E. Devonshire, of Ideal Motor Radiators (London), Ltd., Coldharbour Lane, London, S.E.5, testified that the repairs, which had been done by his firm, had been done efficiently.

He held up the radiator, which Mr. Robson, who did not attend the hearing, had sent from Newcastle, and pointed out the flies trapped in the radiator. **"Look at these flies," said Mr. Devonshire. "It must have taken a considerable time to pick them up."**

The Registrar ordered Mr. Robson to pay the £5 within a month.

PUBLIC GET "SQUARE DEAL"

W. MIDLAND I.M.I. TOLD

The Institute had done a great deal for the motor trade, and the public could now be assured of getting a square deal, said President **Stanley S. Dawes** at the dinner-ball of the West Midland Region of the Institute of the Motor Industry in Birmingham on Thursday last week.

He was replying to a toast to the institute proposed by Col. Arthur E. Young, now Commissioner of Police for the City of London. Col. Young had said that motorists had a lot to thank the industry for in their efforts to raise their standards.

Having recently returned from the U.S.A., he hoped this country would never adopt some of the things he had seen over there, such as parking meters and police issuing tickets for traffic offences. In fact, he did not want to see anything that made it easier for the public to be convicted.

A toast to the City of Birmingham was proposed by Region Chairman **Percy W. Johnson,** who was presiding, the reply being by the Lord Mayor, Ald. G. H. W. Griffith. The Lord Mayor urged the industry to make every effort to get purchase-tax removed from cars, and to get something out of the Chancellor of the Exchequer to improve the roads. He, too, congratulated the motor trade and industry on their achievements.

Toastmaster was **Graham C. Hill,** the region's immediate past chairman.

Hon. Secretary **"Freddie" Freeman** was thanked by the chairman for his hard work in organising the event.

IN DUBLIN. — The Lord Mayor of Dublin cuts the ribbon to open the new depot of Ferodo, Ltd., in Dublin (described in last week's issue). Left to right, Ferodo Public Relations Officer H. E. G. Harvey, Dublin Area Manager J. W. G. Lee, Managing Director William Smith, and the Lord Mayor.

more ADVERTISING this winter means more SALES of Syncol

(Ethylene Glycol)

ANTI-FREEZE

Stock up now with **SYNCOL** the reliable ANTI-FREEZE and be ready to meet the increased demand from our largest advertising campaign to date! **SYNCOL** is growing more and more popular with motorists because it offers 3-way protection to engine and radiator throughout the severest weather—

Anti-Freeze · Anti-Rust · Anti-Scale

Manufactured by

SYNTHITE LTD

RYDERS GREEN · WEST BROMWICH · STAFFS

(A member of the Tennant Group of Companies)

DISTRIBUTORS : London & Home Counties—S. Norrish Ltd., 220 Gt. Portland St., London, W.1; Lancs. Liverpool, Birkenhead, Wallasey & Wirral Peninsular Area—Messrs. E. Bennett, 22 Upper Duke St., Liverpool 1; Eastern Counties—Notwen Oils (Eastern) Ltd., Foundry Bridge Bldg., Prince of Wales Rd., Norwich; Gloucestershire, Wiltshire & Somersetshire—Notwen Oils (Western) Ltd., Charfield, Wotton-under-Edge. Glos.; Scotland—Chas. Tennant & Co. Ltd., Glenconner Works, North Hillington, Glasgow, S.W.2.

MOTOR INDUSTRY'S NEWS

Show Dates

Motor Show (38th International), Oct. 21 to 31, at Earls Court, London.

Scottish Motor Show (39th in the series, and held in S.M.T.A. Golden Jubilee year), Nov. 13 to 21, at Kelvin Hall, Glasgow.

Cycle and Motor Cycle Show (28th International), Nov. 14 to 21, at Earls Court, London.

Smithfield Show, Dec. 7 to 11, at Earls Court, London.

SINGER'S LONDON SALES

TO BE HANDLED FROM BIRMINGHAM

The Singer Motor Co., Ltd., have decided that as from January 1 next, they will, in respect of the London area, control the sale of new cars direct from the factory at Birmingham, thus bringing London sales into line with the remainder of the United Kingdom.

This is understood to be a mutally agreed decision arrived at between the Singer Motor Co. and Gordon Cars (London), Ltd., the London distributors, who will continue to offer service and maintain a complete stock of spares at St. Albans Lane, London N.W.11.

"Any company interested in new car sales are invited to communicate direct with the factory," states an announcement by the Singer Co.

SIMMS AND AMERICAN BOSCH AGREEMENT

Chairman and Managing Director **G. E. Liardet,** of Simms Motor Units, Ltd., has announced the completion of an agreement with the American Bosch Corporation of Springfield, Mass., to which a brief reference was made at the recent annual meeting of the company.

This agreement provides for the complete interchange of engineering knowledge, technical information and manufacturing "know-how," concerned with the production of fuel injection apparatus, principally for diesel engines.

Simms have also been granted the British manufacturing rights under American Bosch patents, and likewise American Bosch are now in a position to manufacture units of Simms' design in America.

REST OF THE NEWS

:: :: **Lighting-up Times (Greenwich): Saturday, October 17, 5.35 p.m. Saturday, October 24, 5.20 p.m.**

:: :: **Medicals for Motorists.** — Italian motorists will have to pass a medical examination every five years after they reach the age of 55, under the terms of a new Highway Code now being prepared in Rome. —B.U.P.

:: :: **N.W. Middlesex M.A.A. Dinner.**—The North-West Middlesex Section of the M.A.A. are holding their quarterly dinner-meeting on October 29 at the Headstone Hotel, Harrow. Guest speaker will be Air Vice-Marshal D. C. T. Bennett.

:: :: **Woman's Suggestion Rewarded.**—For the first time a major award in the Goodyear Suggestion Scheme has been won by a woman. She is Mrs. E. E. Buchanan, who cleans and trims radiator hose in the Goodyear industrial rubber products division. Her award of £40 was made for an important material saving suggestion relating to her work.

:: :: **Standard Service Weeks.**—Standard and Triumph Service Weeks are being held during the week beginning October 26, by Cirencester Garage, 7, Dyer Street, Cirencester, Glos., and Rossleigh, Ltd., Yeaman Shore, Dundee.

:: :: **New Super Taxicord Tyre.**—Dunlop have introduced a new super taxicord Gold Seal tyre in sizes 5.00-20, 5.50-18 and 5.75-16. Its wide centre rib, the company say, is designed to give a longer and more even wear in the special conditions under which taxis work, while retaining in its tread pattern the general characteristics and non-skid properties of the original Gold Seal taxi tyre.

:: :: **Bristol Exide Dance.**—More than 300 guests attended the recent supper dance in Bristol organised by the Bristol Exide and Drydex depot of Chloride Batteries, Ltd. The guests were welcomed by Area Sales Manager F. Atkinson and Mrs. Atkinson.

:: :: **Plymouth M.A.A. Dinner-Dance.**—Plymouth Section of the M.A.A. are holding their annual dinner-dance on November 19 at the Duke of Cornwall Hotel, Plymouth. Tickets can be obtained from the M.A.A. Devon Divisional Secretary, 6, Princess Square, Plymouth.

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TORTUOUS TALKS on TRADE TOPICS

by "Jhansi"

Illustrated by "Betts"

Reflections on a tour of the Midlands

Nobody bothered me

I HAVE just completed a tour of Manchester, Coventry, Birmingham, West Bromwich, Darlaston, Derby, Sheffield, and heaps of other places, both of scenic and industrial interest.

And in all that distance, and served by dozen of garagists, nobody offered me anything (except of course courtesy and a smile now and again). My windscreen was never wiped; nobody bothered about the radiator, batteries, engine oil level, or tyre pressures. I was not even asked if I wanted upper cylinder lubricant.

Very few of the garages where I called had women attendants, so I was not dazzled overmuch.

Anyhow, I don't mind being left alone, as I hate high-pressure salesmen and their employers.

I was not dazzled overmuch.

But I must say that a few garages had nice flower displays, but a lot more showed dirt and confusion.

In Sheffield I noted the road names bear, as in London, the postal district number, but when I turned up my A.A. guide to find the area Sheffield 10, it was dead silent. There are some most useful maps of the London postal areas. This is a practical point, worth consideration some day.

I still work with a set of "throughway" A.A. maps of pre-war vintage (1936). Not now available, I believe. Luckily, I treasured mine.

I also have my Michelin (1923) map of North Wales (just as useful as when I took test cars on the Bwlch and burst the radiators).

During the 3,500 miles, my car has gone really well. I did have a dry distributor cam, but it was soon cured by oil off the dipstick.

Sarcasm rings a bell

Mind you, extensive repairs have been done to it since birth, but it is one of those lucky designs that works even when fading a bit, and I always get service somehow.

A high proportion of the repairs are carried out on the "whether it wants it or not" principle.

I'm sure my garagist is sick of those words, but he has eaten humble pie so often that he takes it in good part. I seldom ask him to examine and report on anything. I often, however, make it clear that to reset an S.U. needle does not imply that you need a reconditioned dynamo—a bit of sarcasm that rings a bell.

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Motor Trade Commercial Report

COUNTY COURT JUDGMENTS

THE returns given below have been obtained from the Registry of County Court Judgments. **The Register does not differentiate between actions for damages and those for debts, or otherwise show in any case the nature of the dispute which may have made reference to the Court for its decision desirable.** Also, it is not known whether the judgments have been satisfied at this date of publication, but in many instances the amounts may have been settled between disputants and paid. **Further, the persons sued may have been acting for the defendants in representative capacities, and the claims may not have been against them personally; alternatively, the proceedings may have been personal matters unconnected with the businesses whose addresses have been used.**

Aerodrome Garage, Harrogate Rd., Yeadon, nr. Leeds. £11 10s. Sept. 11.

F. C. Bennett (t.a. Utility Motor Co.), 7, Station Approach, Hinchley Wood, Esher, Surrey, coachbuilder. £68 18s. July 28.

F. H. Boarer, Chichester Road Service Station, Elbridge, Bognor, Sussex, garage propr. £11 3s. 10d. Sept. 10.

D. Boughton, Ultra Garage, Stoke Lane, Westbury-on-Trym, Bristol, garage propr. £15 15s. 6d. Sept. 7.

P. W. J. Dowsett, San Michele, Old Dover Rd., Capel-le-Ferne, Kent, garage propr. £48 14s. 3d. Sept. 12.

NEW COMPANY

Hugh Simmons (Tracks), Ltd.—Due to an error in the information supplied to us, this new company was referred to as Hugh Simmons (Trucks), Ltd., in our October 10 issue. The company is a private one, capital £1,000, and the objects are to carry on the business of mnfrs. of and dlrs. in spares for all kinds of mechanically propelled vehicles, tractors, ploughs, motor cars, etc.

VOLUNTARY LIQUIDATION

Pangbourne's, Ltd., Arragon Rd., Twickenham, Middx., motor engrs.

The statutory meeting of creditors of the above was held recently at Winchester House, Old Broad St., London, E.C., when it was reported the liabilities amounted to £2,862 14s. 7d., against assets of £339 2s., leaving a deficiency of £2,523 12s. 7d.

The company was registered in 1942, and had an issued cap. of £710. Trading accounts covering the three years to December 31, 1952, disclosed that in 1950, on sales of £6,516 there was a nett profit of £18, but in the following year on a turnover of £13,189, there was a nett loss of £245, and for the year to December 31, 1952, on a turnover of £16,042 there was a further nett loss of £133.

In May of last year the company received notice terminating the lease as from December 25, 1952. The directors tried, but failed, to obtain suitable terms by negotiation for a new lease, and consequently the business was closed down.

After a short discussion, creditors passed a resolution confirming the voluntary liquidation of the company with Mr. Daniel Mahony, accountant, of Daniel Mahony, Taylor and Co., 3, Great Winchester St., London, E.C.2, as liquidator, together with a committee of inspection.

B.M.T.A. Stop List

The following alterations were made to the British Motor Trade Association Stop List during the week ended October 10, 1953.

DELETIONS, Section (b)

ENGLAND AND WALES

Algar, A. A., 80, Cedar Rd., Romford, Essex.

Ben Jay Autos, St. George's Esplanade (or Longstore), Guernsey.

Breakell, T., 54, Deepdale Rd., Preston.

Fawke, Thomas, 43, Broadlands Rd., Hockley, Essex.

Hill, H., 6, Heywood St., Bury, Lancs.

McDermott's Motor Mart, (Propr.: F. H. McDermott), 8, Poachers Lane, Kingsway, Warrington, Lancs.

Mansfield, L. W., 1, Back Skull House Lane, Appley Bridge, Wigan, Lancs.

Mitchinson, E., Church Terrace, Stanwix, Carlisle.

Summerfield Garage (Bache & Co.).

SCOTLAND

Douglas Motors (Propr.: Robert Fairbairn), 134, St. George's Rd., Glasgow.

Fairbairn, Robert, Kenwood, 45, North Bridge St., Airdrie.

Redpath, David George, 13, Duke St. Lane, Edinburgh; and 7, West Montgomery Place, Edinburgh.

Stern, Chil M., 28, Ibrox Terrace, Glasgow, S.W.1, and 5, Elizabeth St., Ibrox, Glasgow.

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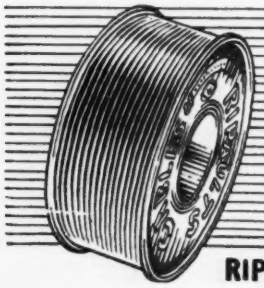

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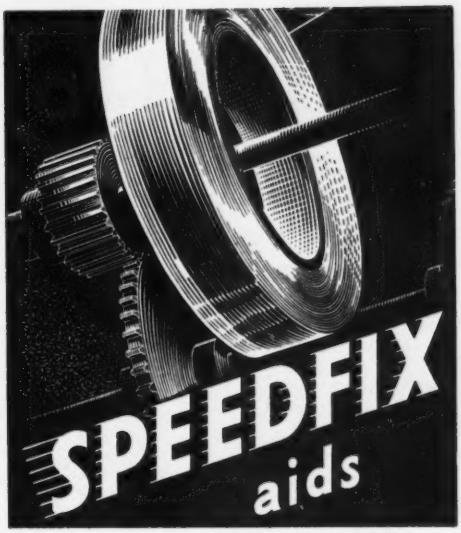

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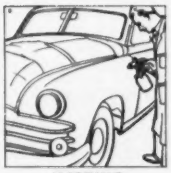
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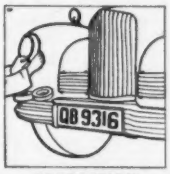

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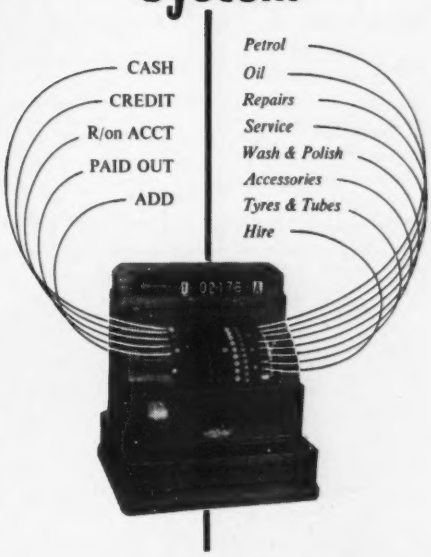

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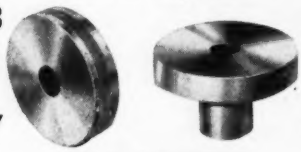

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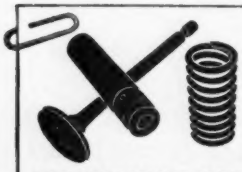

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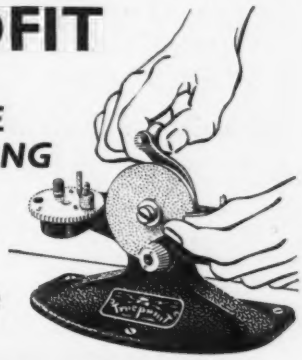

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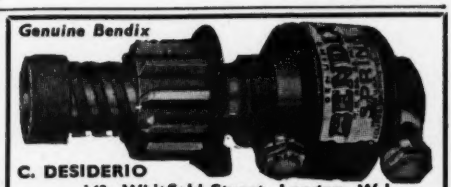
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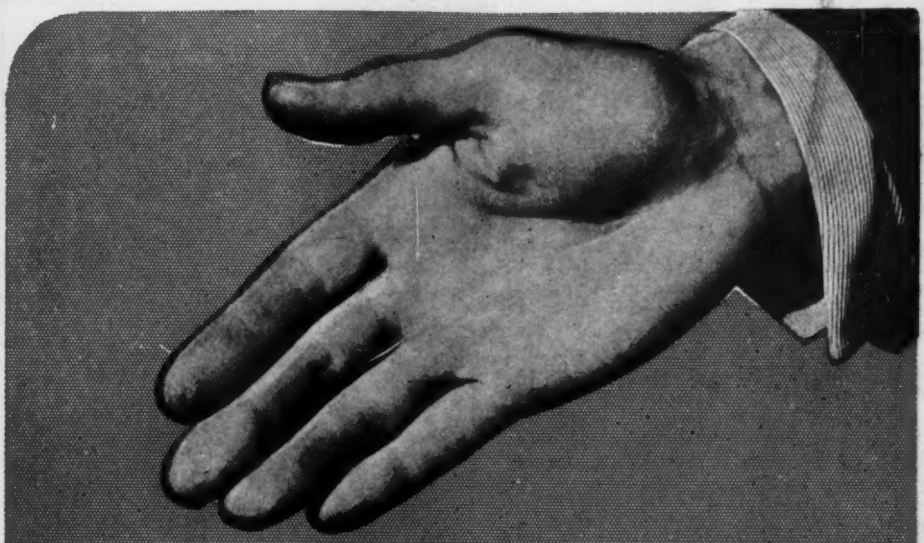

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